

**THE HISTORY AND
DEVELOPMENT
OF ADVERTISING
BY FRANK PRESBREY**

For my dear and esteemed
friend:

~ Leroy W. Peterson ~

who helped make
it all happen ...

with profound appreciation
for your tutelage and
friendship, Yrs. always,

Lou Frembull Wholin

8/77

THE HISTORY AND
DEVELOPMENT OF ADVERTISING

THE HISTORY AND DEVELOPMENT OF ADVERTISING

By
FRANK PRESBREY

WITH MORE THAN THREE HUNDRED AND FIFTY ILLUSTRATIONS



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FOREWORD

This book expresses the culmination of many years of work in the gathering of material and many hours spent in weaving the story of one of the world's most potent instruments for the development of manufacture, trade and industry.

That advertising has been a substantial factor in the upbuilding of prosperity and in widening the horizon and increasing the happiness of the masses is beyond discussion. Its development has kept pace with the growth of intelligence. It has led in the expansion of trade and the spread of enterprise and thrift, not only in America but throughout the world. A nation is just as enterprising and prosperous as is its advertising. Because of this, advertising is a barometric indicator of a nation's commercial progress.

This volume is not one of theories and does not seek to give instruction. Its text adheres closely to what is expressed in its title. It is hoped that the history and development of advertising will prove interesting and inspirational not only to the men and women employed in it but to those who recognize its potency for advancement and development.

Contributions by continental Europe to early advertising development are covered, and also such important modern influences as the pictorial poster from France and Germany, and large-type newspaper display from France. Otherwise it has been thought best to confine the story to the scene of the greatest evolution of advertising, the United States, and the country from which America received its first ideas, England.

The author wishes to express his appreciation of courtesies extended by the Director of the British Museum, the Librarian of Congress, the Public Libraries of New York, Boston and Philadelphia, the Yale University Library and the New York Historical Society. He also wishes to acknowledge his indebtedness to Mr. Frank E. Hammer for his long, earnest and painstaking research necessary in the compilation of such a volume, and for the intelligent literary assistance he has contributed throughout the preparation of the book.

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ANCIENT ADVERTISING
AND
DEVELOPMENT OF ADVERTISING
IN ENGLAND

CHAPTER I

FROM THE SYMBOLS IN BABYLON TO PAINTED WALLS IN ROME

How old is advertising? It depends upon the definition of advertising and whether the writer on the subject wishes to make the art an ancient one.

There are those who will question that anything as modern as we consider advertising to be has a history; yet the facts show that it not only has a history but that it is an interesting chronicle. Advertising as we know it is new in its aspects, but its ideas and its objects are as old as the human race.

Advertising really has two histories. The history of advertising as we know it today dates from yesterday. The history of advertising in all its forms harks back through the ages and into the haze that hides the beginning of humanity.

So far as we know the cave man did no trading. He had nothing to sell and nothing to advertise. He purchased nothing. When mother needed a new dress father took his club in hand and went out and killed a bear.

Even in the early tribal stage, when humans began to gather in communities for better protection, there was little or nothing to trade with. Each family made its own necessities.

But when the tribes grew in size and number bartering was begun. An animal fur, which is still an article of great importance in human wearing apparel, probably was the first item ever bartered. A weapon for hunting, perhaps a stone club, is believed to have been the next sale made. Thus our fur dealers and sporting-goods men may lay claim to the greatest antiquity in trade.

Tribal men particularly skilled in weapon making found their weapons in demand by others and gave more and more time to that in which they excelled, getting what they needed for their families

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by trading weapons for food and clothing. The more expert hunters had a surplus of meat and skins and traded it for something of which another had more than he needed for his own use.

As men discovered that they could get food and clothing by trading their own specialties for these necessities, the arts began to develop. Skill in making things grew, and each craftsman's output increased. When a man found rivals in his line it became necessary to do some "selling," to persuade, and he evolved a selling talk. This, incidentally, gave a decided impetus to language.

Early selling, however, was oral, face-to-face, and cannot properly be called advertising. The excuse for tracing advertising back to the tribal state of man is, of course, that oral salesmanship was the progenitor of advertising.

One of the earliest arts was the making of objects out of clay—bricks and pottery—and on bricks that were made by the Babylonians some three thousand years before Christ are found stenciled inscriptions which have been called the first advertisements. The bricks carry the name of the temple in which they were used and the name of the king who built it, just as a modern public building contains a corner stone or tablet with the names of officials in office when the structure was erected. The method was to cut a stencil in a hard stone and with it stamp each brick while the clay was still soft. The kings who did this advertised themselves to such of their subjects as could read hieroglyphics. The modern advertising man would say they ran an institutional campaign for themselves and their dynasties.

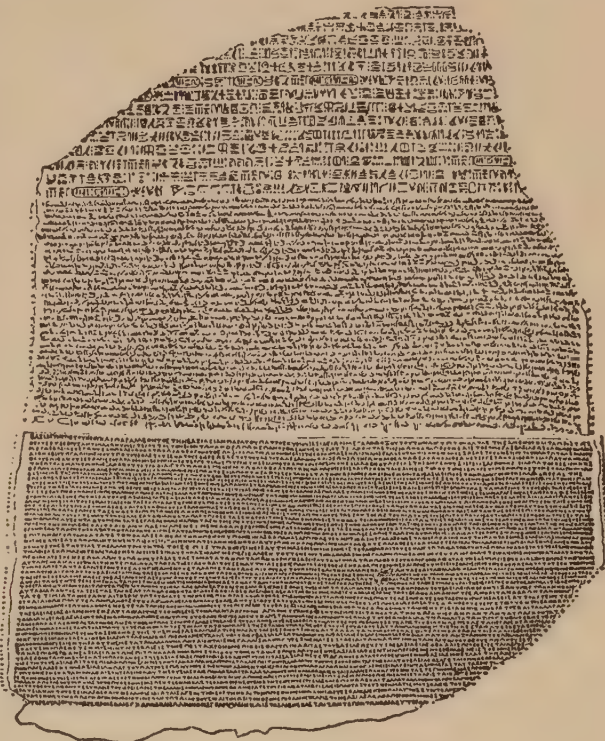
We owe our knowledge of the Egyptian hieroglyphics to an advertisement. Until 1799 the scholars of the world had racked their brains for a key to the inscriptions on Egyptian temples, tombs, and manuscripts, but without success. In that year the French engineers with Napoleon found the famous Rosetta stone in the Nile mud. This tablet bore an inscription in three languages—Greek, hieroglyphics, and Coptic, which was the language of the common people of Egypt. The stone dated from the year 136 B. C., when the ruler of Egypt, Ptolemy Epiphanes, remitted some taxes to the priesthood, by whom many of these basalt tablets were erected throughout the land, bearing a eulogy of the king in three languages. Only the Rosetta specimen survived the ages, but by its aid the hieroglyphic system

DOORWAY BARKER THE BABYLONIAN METHOD

was recovered and thirty centuries of Egypt's history and knowledge were thrown open. This ancient "poster" advertised Ptolemy as the true Son of the Sun, the Father of the Moon, and the Keeper of the Happiness of Men.

In this connection it will be recalled that one especially of the ancient Egyptian kings has been accused of putting his name on every good thing in sight, whether he built it or not, even removing the name of a predecessor if necessary. The billposter of later centuries may have inherited from very ancient forefathers his proclivity for sticking his poster over the other man's advertisement.

The Babylonian merchant, who is noted in history for his enterprise, was as far advanced in advertising as the tradesman of centuries later. He employed barkers who advertised him orally by shouting his wares to passers by, and he hung over his door the symbol of his trade, which indicated the nature of his business as the striped barber's pole of more recent times identifies the barber shop and advertises it in a sense. The merchant of Babylon went as far as was sensible when he used simply the symbol and barker, for although he could read and write himself this accomplishment was confined to the learned and the merchant classes. If he had attempted written advertising he would have had an audience of only his fellow merchants and the small percentage that constituted the highly accomplished class. Inscriptions have been uncovered by archeologists



THE ROSETTA STONE

(One ninth the size of inscription on the stone.)

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in Babylonia which have been interpreted as advertisements of an ointment dealer, a scribe and a shoemaker. Also this puzzling fragment: "Window cases . . . made in Palace of Darius." Their identification as commercial advertisement, however, appears to be uncertain.

The first written advertisements appeared about this time, but they were not offers of something for sale. They were announcements on papyri of reward for the return of runaway slaves, with a description of the runaways. They probably were posted in the temples.

After the invention of printing and the publication of newspapers, centuries later, offers of rewards for runaway slaves and bond servants likewise were among the first uses for disseminated advertising. Lost articles came next.

Of commercial advertising the only form known to the people of early Egypt was the crier, and his announcements were confined to arrival of ships and the offering of items from their cargoes. The owner of a shipload of wine, spices, or metals, or an assortment of goods, would, like the twentieth-century department store that announces "a fresh arrival of oriental rugs from our special representative in the East," send out his announcer, who would picture the desirability of the articles just received. The Egyptian crier sang his story and gave further interest to his announcements by describing in florid language the regions from which the articles came and the difficulties under which they were obtained.

The public crier mode of advertising is found also in mythology. Venus is the advertiser, and again it is a runaway. Psyche has left the home of the gods without permission, and Venus asks Mercury to go down to earth and spread the news everywhere. He is told to "clearly describe the marks by which Psyche may be recognized that no one may excuse himself on the plea of ignorance if he incurs the crime of unlawfully concealing her." To give his proclamation a positive appeal Mercury adds: "If anyone can seize her in her flight, or discover where she has concealed herself, let such person repair to Mercury, behind the boundaries of Murtia, and receive by way of reward for the discovery seven sweet kisses from Venus herself." When Eros disappears Venus is again found advertising: "If anyone has seen my son Eros in the cross roads, he is a runaway. The informer shall have a reward. The kiss of Venus shall be your pay."

PUBLIC CRIER EMPLOYED IN ANCIENT GREECE

It was a custom of early Greeks to affix advertisements to the statues of their infernal deities and demons calling down the vengeance of the gods on those who had found lost articles and had not returned them. These notices were inscribed on sheets of lead, and a large collection of them found years ago in the Temple of Demeter is one of the interesting exhibits in the British Museum.

When we come down to the later Greeks we find a common "media" in the public crier. The crier was selected for his pleasing voice and elocutionary ability, and sometimes was accompanied by a musician. He was used mainly to advertise auction sales of slaves and animals. He would also act as auctioneer, doing the selling as well as the advertising. The Greeks, with their desire for beauty and perfection, demanded art in their public criers also, and these men were required to have in their voices what the modern advertising man puts into his printed announcement with typography and illustration—a pleasing note. A voice that was not altogether agreeable, and Greek that was not good, wouldn't do.

It is said that the sandwich man was invented in Carthage, that the galley owner sent into the tradesmen's street a man wearing a shirt lettered with news of the arrival of the galley and the nature of its cargo. There is, however, no definite proof of this early use of the sandwich man.

Signboards outside shop doors are known to have been a form of advertising in ancient Athens, but evidence of it there is not so clear as it is later in Rome, where that method of getting the attention of the passer by was quite common. One of these signs, which has been made famous in proverb, was the sign of the bush, which was used to mark the wine shop. "Good wine needs no bush" has, like some other proverbs and wise sayings, been disproved, for modern manufacturers and dealers have found that even the best products need a bush.

Among Roman signboards in the time of the Cæsars there was the figure of a cherub flying with a shoe in each hand; the painted cow of the dairyman; the phallus, or symbol of life, which indicated the bakery; the mule turning a mill, another sign of the bakery; the handle of a pitcher, which was a guide to where potables could be obtained. Besides the bush and pitcher handle there were other wine-

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shop signs which came in when the bush began to be too common—a picture of slaves carrying a jar on a pole, or a depiction of Bacchus pressing the juice from a bunch of grapes.

It was a custom of the Romans to smooth off and whiten a place on the wall of the house for written announcements or sculptured inscriptions. The Latin name for these places was “album.” The physician’s album in the wall alongside his door showed a cupper’s glass. Artisans pictured on their house albums the tools of their trade. A school advertised its location with a tablet picturing a boy under-



THE BUSH—THE SIGN OF THE WINE SHOP FROM ANCIENT TIMES TO THE SIXTEENTH CENTURY

(From crude drawings in old manuscripts preserved in the British Museum.)

going punishment with a switch—an assurance to parents that the child would not be spoiled or Solomon’s injunction disregarded.

Roman house tablets of terra cotta or stone were an outlet for the sculptors of the time when making statues of Venus did not provide an adequate income. The lettering and illustrations in their work were in relief. Sometimes the tablet would be suspended from a bracket over the door, but usually it was set into the wall.

Our word “libel” is the echo of an old form of advertising, for it was the name given by the Romans to a written announcement of absconded debtors. Publicly to characterize a man as a deadbeat was to libel him.

It is in records of Rome, Herculaneum and Pompeii that we first find advertising which comes within the modern meaning of the term. This advertising consisted of persuasive announcements painted on walls in black or red. Examples of it uncovered by excavators in the ruins of Pompeii indicate that the commercial world was beginning to develop advertising sense two thousand years ago, and that *written*

EARLY ROMANS KNEW THE OUTDOOR ANNOUNCEMENT

advertising came soon after the spread of literacy in ancient Rome, only to disappear with the decline in ability to read that followed and lasted through centuries of the Dark Ages.

In Pompeii there were walls which may have been controlled by an advertising contractor, for they carried a variety of painted announcements. These notices were mostly of theatrical performances, sports and baths, but especially of gladiatorial exhibitions. A translation of one of them reads:

THE TROOP OF GLADIATORS OF THE AEDIL
WILL FIGHT ON THE 31ST OF MAY
THERE WILL BE FIGHTS WITH WILD ANIMALS
AND AN AWNING TO KEEP OFF THE SUN

The walls selected were at places where crowds gathered, or at central points where people passed in great numbers, evidence that the billboard man knew his business. On a wall of the public baths at Pompeii, where people stood in line awaiting admission, there were many painted notices of coming exhibitions and sales, which doubtless received the same interested attention in that day which a similar crowd two thousand years later gives to the flashing electric-bulb letters on the under side of an advertiser's airplane roaring overhead.

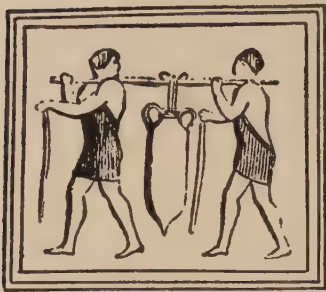
There is evidence that the Romans knew something of advertising psychology. A bathing establishment in a provincial town would not fail to mention that its "warm, sea and fresh-water baths" were patterned after the baths in the City of Rome. The showman also would make the most of a desire to follow the metropolitan taste in entertainment. His company was announced as "fresh from Rome."



SIGNBOARDS FOUND IN RUINS OF POMPEII

The grain mill for the bakery and goat for the dairy

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A Wine Merchant at Pompeii



A Shoemaker at Herculaneum

TRADESMEN'S SIGNS IN ROMAN TIMES

Some of these walls were advertising stations for those who had houses to let. Whitewash would cover the announcement when the advertiser's time ran out and another wanted the space. The property owner advertised thus:

IN THE ARRIAN
POLLIAN BLOCK OF HOUSES
THE PROPERTY OF CN ALIFUS NIGIDIUS SENIOR
ARE TO BE LET FROM THE FIRST IDES OF JULY
SHOPS WITH THEIR BOWERS
AND GENTLEMEN'S APARTMENTS
THE HIRER MUST APPLY TO THE SLAVE
OF CN ALIFUS NIGIDIUS SENIOR

Notice that a house was for rent would also be painted on the door of the house itself, or on the album alongside the door, which also was used to advertise the profession of the occupant, who might be a dramatist, a poet, a teacher, a musician or a gladiator. One such album sign, found by archeologists, reads:

YOU SHALL HEAR A POEM
OF NUMERIUS

The poets read their works in the streets or in a hired auditorium, and some of them are said to have advertised by means of written handbills.

DECLINE OF ROME HINDERS ADVANCEMENT

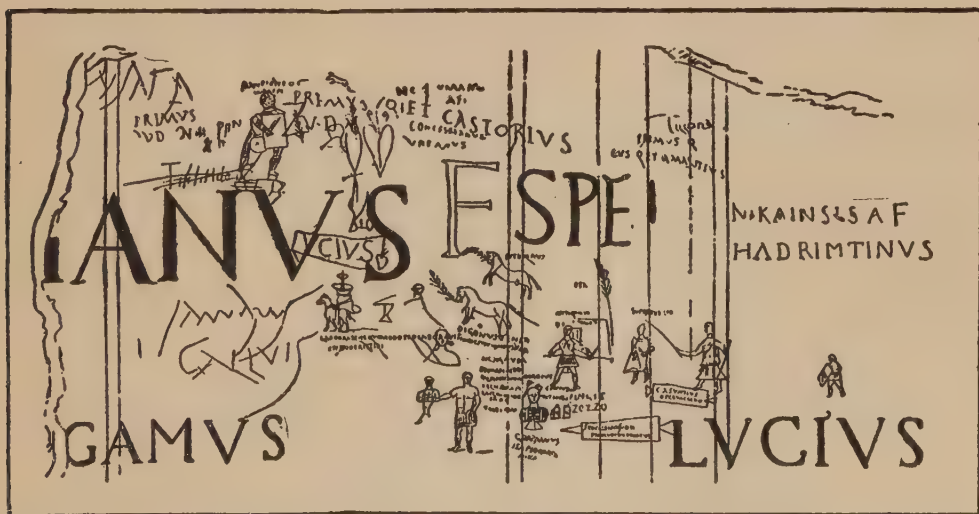
That the Pompeiians knew the value of advertising to tourists is evidenced by the following advertisement on a wall:

TRAVELER
GOING FROM HERE TO THE TWELFTH TOWER
THERE SARINUS KEEPS A TAVERN
THIS IS TO REQUEST YOU TO ENTER.
FAREWELL

Such Pompeiian tablets, buried by the eruption of Vesuvius in 79 A. D., were preserved under the lava. Records of advertising in the Roman capital are not so clear, but it is reasonable to believe that just before a big exhibition in the arena Rome was well covered with exclamatory advertisements.

For nearly a thousand years following the decline of Rome advertising made no progress. Instead, it went backward, following the retreating steps of civilization.

With a return to illiteracy where there had been common ability to read; with western Europe still in a more or less barbaric state, its inhabitants slaves of the feudal lords; with trade choked by the centuries-long supremacy of piracy on the seas; with the route to the East



CONTRIBUTED ADVERTISEMENTS FOR GLADIATORS AND POETS ON THE EXCAVATED WALLS OF POMPEII

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closed by the Saracens, and with commerce made extremely hazardous by the widespread banditry that marked the Dark Ages, there was no incentive to think about advertising.

In Venice for a long time the merchant's shop was a fort, ever ready to repel pillagers. Far from advertising what he had, he kept the nature and extent of his stock a secret from the general run of people, informing only such as he could trust with the information. Cargoes there and elsewhere in Europe were few, and fewer still were announcements of their arrival and what they contained, which had furnished advertising with its first commercial job in ancient times.

The painted announcement on a wall stopped where the fall of Rome and the loss of common ability to read left it. Street-sign advertising likewise decayed. Few beyond the learned clergy could read. Even the noble knight could not read, and did not wish to. To know how to read and write was considered too effeminate an accomplishment for the red-blooded gentlemen of those days.

Only the barker was used, and he only where it was safe. He was the medium of the first advertising by merchants in Britain, as he had been in southern Europe. It is recorded that barkers were used in England in the third century by exhibitors at the Stourbridge fair. Town-wide crying was restricted to official uses. The merchant class, held in contempt by the lords that ruled, were subjected to handicaps instead of being given encouragement. Presently, however, public auction sales got into the crier's announcements. After a time a source of revenue for henchmen was seen, and the crying of wine shops began.

Then, gradually, as law and order came back in a measure on land, and civilization began to take a new grip after centuries of retrogression, there came commercial ambition and a searching about for ways to increase business. The merchant, whose barker at the door reached only those who passed that way, heard the town crier announcing a new war, or peace, or an execution, and thought how fine it would be if this official crier could be engaged to tell people over *all* the town about the good thing he had to sell—or, if that was not possible, if he might employ a crier of his own to go about everywhere.

These commercial town criers of a thousand years ago were equipped with loud horns. They had charters from the government and their number was restricted. In the province of Berry, France, in the year

MIDDLE AGES CONTRIBUTE THE WINE CRIER

1141, twelve criers organized a company and obtained a charter from Louis VII giving them the exclusive privilege of town crying in the province. Five were assigned to crying wines in behalf of the taverns. They went about extolling the wines, each man crying for a particular tavern and giving samples of the wine to be had there. For each blowing of the horn and sampling to the group that gathered this advertising man received a small fee from the tavern. In Paris the wine criers were numerous, parading the streets and passing out samples from wooden buckets. The psychology of this advertising probably was that one drink would lead to more. It appears that we are indebted to the French tavern keeper of the Middle Ages for the street sampling idea.



AN EARLY ADVERTISING MEDIUM: "THE BELMAN OF LONDON"

Through the town crier early "lost and found" and other advertisements were broadcast. (Illustration is from Thomas Dekker's "Lanthe and Candle Light; or, The Bellman's Second Night's Walke," 1608.)

Retainers had to besupport, and in the thirteenth century tavern keepers in Paris were compelled by law to use public criers. The criers had formed themselves into a corporation, or union, which was given exclusive privileges by Philip Augustus, who in 1258 decreed that

Whosoever is a crier in Paris may go to any tavern he likes and cry its wine, provided they sell wine from the wood, and that there is no other crier employed for that tavern; and the tavern keeper cannot prohibit him.

If a crier finds people drinking in a tavern, he may ask what they pay for the wine they drink; and he may go out and cry the wine at the prices they pay, whether the tavern keeper

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wishes it or not, provided always that there be no other crier employed for that tavern.

If a tavern keeper sells wine in Paris and employs no crier, and closes his door against the criers, the crier may proclaim that tavern keeper's wine at the same price as the king's wine (the current price) that is to say, if it be a good wine year, at seven dinarii, and if it be a bad wine year, at twelve dinarii.

Each crier to receive daily from the tavern for which he cries at least four dinarii and he is bound on his oath not to claim more.

That edict, while it covers only taverns and may have helped their business rather than hurt it, furnishes an example of the tyrannical attitude of the rulers of the Middle Ages toward tradesmen, who were oppressed and mulcted at every opportunity, with the result that growth of trade was greatly hindered even where there was defensive protection from out-and-out bandits.

When it came to pulling Europe out of the Dark Ages it was business men, the class of men who today are the advertisers, who did it. Formation by them of the Hanseatic League in the thirteenth century gave us the beginning of modern civilization. This league of men and cities interested in commerce and trade, starting with a membership of two cities on the Baltic, spread south to the Danube, and in a hundred years had seventy cities in its membership.

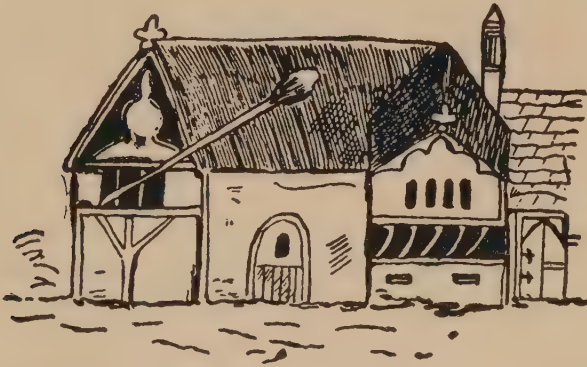
It was trade and commerce under arms to protect itself against banditry and the feudal lords. Sailors and soldiers of the league put an end to the rule of piracy on sea and banditry on land, which had kept commerce and the interchange of ideas at a standstill for centuries. The league established factories, and schools to train workers. It opened mines and encouraged the tilling of idle land. It inaugurated and maintained a postal service and enforced the right of freedom for the individual. It broke the power of the feudal lords and brought a large measure of popular government where there had been serfdom.

The crusaders of the previous two centuries had returned from the East with many products known to Europe of the Dark Ages only as legends. Under the protection of the Hanseatic League ships now went

THE CAPE OF GOOD HOPE AND ADVERTISING

to distant ports and traded the products of the Hanseatic cities for commodities that were new to western Europe.

When the Cape of Good Hope route to India was discovered by the Portuguese at the close of the fifteenth century it was the Hansa regions of Europe that had the ships and the goods and were able to take advantage of the opportunity. With this new acceleration to commerce Europe took a great bound ahead, commercially and socially. Fresh desires and new ambition came to the people. Living standards improved. Education spread. Art and science developed. The underlying cause was trade. With the development of trade came advertising, crude though it was.



MEDIEVAL ENGLAND—AN INN SIGN IN THE
FOURTEENTH CENTURY

(From an illustration in an old manuscript in the British Museum.)

Beginning in 1419 bush poles on English inns were limited in length to seven feet after some extraordinarily heavy poles had with their weight pulled down the fronts of buildings from which they projected.

CHAPTER II

WHEN ADVERTISEMENTS WERE CALLED "SIQUIS"

In England public criers, going about in the streets, were used to advertise commodities during the early centuries of the Middle Ages, but records of this advertising are vague. The chances are that there was very little of it. Written tackups may have been employed by a few tradesmen, probably with little success, however, owing to the small percentage of literacy in the population. In London the barker at the door continued to be the tradesman's advertising medium, as he had been in Rome.

Signs appear to have been almost entirely confined to the inns until the twelfth or thirteenth century. Theatrical shows were advertised by means of fantastic processions. Butchers sometimes advertised live mutton by means of a crier leading a fat sheep through the town, selling a leg here and a leg there until all was bespoken, when the animal was killed and dressed. If all four quarters were not sold the sheep went back to pasture.

The doorway barker's cry for attention in the fifteenth century was "What do you lack, mistress?" or "What do you lack, master?" which he would repeat rapidly a number of times and with a slurring of words which made it "Whatchalack?" The cry would be intermingled with a calling of the roll of products to be had within and perhaps with some addition by way of persuasive appeal. This ancient, hardy type of advertising medium still lives and is familiar to Americans whose path takes them by a certain type of clothing store in the large cities.

The end of the fifteenth century saw the beginnings of tackup advertisements in England. These hand-written announcements for public posting were done by scribes who made a business of the work.

THE SIQUIS PERIOD IN ENGLISH ADVERTISING

The word "advertisement" in the sense in which we now use it was then unknown. The advertising bills produced by the scribes were called "Siquis," or "If anybody," because they usually began with the words "If anybody desires" or "If anybody knows of"—a phrase that had come from ancient Rome, where public notices of articles lost always began with the words "*Si quis*."

First use of manuscript *siquis* was by young ecclesiastics advertising for a vicarage. Such notices were posted on the door of the cathedral. Lecturers, teachers and professional men, taking their cue from the pulpit-seeking clergymen, then began to use *siquis*, and they also were permitted to post them on the church door.

Soon the *siquis* poster was employed by those desiring servants and by servants seeking places. Lost articles likewise were posted. Presently also tobacco, perfume, coffee and some other luxuries were thus advertised. The great percentage of *siquis*, however, continued to be of the personal, or want-ad type.

The *siquis* were posted where crowds gathered. The principal station in London was the middle aisle of St. Paul's Cathedral. Attorneys went there to seek clients. Seamstresses resorted there for hire, and there was a pillar at which sewing men waited for engagements. In the sixteenth century the church also contained tobacco shops and bookstalls.

For several centuries St. Paul's aisle was the haunt of the idlers of the town and especially of loan sharks, gamblers, confidence men, blackmailers, and worse. It is not surprising that with a crowd of this sort constantly there the *siquis* was used for nefarious purposes and became a scandal. Ben Jonson lays the first scene of his play "Every Man Out of His Humor" in the middle aisle of St. Paul's and introduces one Shift, who is at St. Paul's "for the advancement of a *siquis* or two, wherein he hath so varied himself, that if any of them take he may hull up and doune in the humorous world a little longer."

It is to be regretted that there are no actual copies of the *siquis* of St. Paul's in existence. For an idea of how they were worded we are dependent upon the burlesques that appeared in the satirical literature of the time. That the *siquis* scribes used most elegant language and plenty of adjectives and made large promises is evident from a

THE HISTORY AND DEVELOPMENT OF ADVERTISING

play published in 1618, in which one of the characters posts the following:

If there be any gentleman that, for the accomplishing of his natural endowment, intertaynes a desire of learning the languages; especially the nimble French, maiestik Spanish, courtly Italian, masculine Dutch, happily compounding Greek, mystical Hebrew, and physicall Arabicke; or that is otherwise transported with the admirable knowledge of forraine policies, complimentall behaviour, natural dispositions, or whatsoever else belongs to any people or country under heaven; he shall to his abundant satisfaction, be made happy in his expectation and successes if he please to repair to the signe of the Globe.

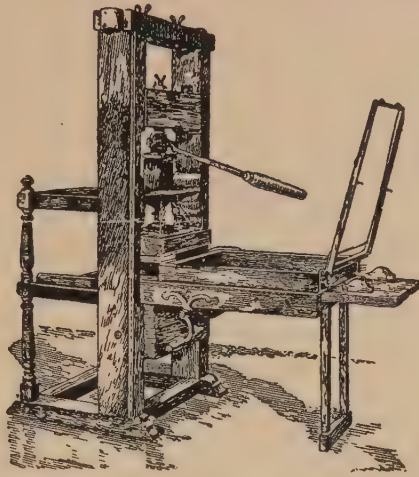
The first advertisement printed from type in the English language was a *squis* bill. It was posted on church doors in London by William Caxton, who introduced printing in England. It appeared about the year 1480, a few years after the invention of printing type. The sheet measured 5 by 7 inches. It read:

If it plesse any man spirituel or temporel to bye any pyes of two and thre comemoracios of Salisburi use enpryntid after the forme of this preset lettre whiche ben wel and trully correct, late hym come to Westmonester in to the almonestrye at the reed pale and he shal have them good chepe . . .

Supplico stet cedula.

It was fitting that the first printed advertisement should be for a book. The "Salisbury pye" was of course not something to eat but a set of rules for the guidance of the clergy at Easter. "*Supplico stet cedula*" later became "Please do not tear down."

Caxton's example of posting notices of his books in public places was not generally followed by book printers until long afterwards. In England, as elsewhere, they contented themselves with binding a page of advertising in their books. This began as a simple listing with prices. Beyond that none went, so far as there is record, until



I AM THE PRINTING PRESS

By ROBERT H. DAVIS

❧ I am the printing press, born of the mother earth. My heart is of steel, my limbs are of iron, and my fingers are of brass.

❧ I sing the songs of the world, the oratorios of history, the symphonies of all time.

❧ I am the voice of today, the herald of tomorrow. I weave into the warp of the past the woof of the future. I tell the stories of peace and war alike.

❧ I make the human heart beat with passion or tenderness. I stir the pulse of nations. I make brave men do braver deeds.

❧ I inspire the midnight toiler, weary at his loom, to lift his head again, and gaze, with fearlessness, into the vast beyond, seeking the consolation of a hope eternal.

❧ When I speak, a myriad people

listen to my voice. The Saxon, the Latin, the Celt, the Hun, the Slav, the Hindu, all comprehend me.

❧ I am the tireless clarion of the news. I cry your joys and sorrows every hour. I fill the dullard's mind with thoughts uplifting. I am light, knowledge, power. I epitomize the conquest of mind over matter.

❧ I am the record of all things mankind has achieved. My offspring comes to you in the candle's glow, amid the dim lamps of poverty, the splendor of riches; at sunrise, at high noon, and in the waning evening.

❧ I am the laughter and tears of the world, and I shall never die until all things return to the immutable dust.

❧ I am the printing press!

Reproduced by permission of Mr. Davis. Set-up and illustration by courtesy of Printed Salesmanship and the Dartnell Corporation.

THE HISTORY AND DEVELOPMENT OF ADVERTISING

1518, when a Parisian printer bound in his books a sheet of testimonials as to the worth of the work, a method of boosting best sellers that is still good after upward of four hundred years.

Around the year 1600, however, handbills and placards in behalf of books became common, and we find Ben Jonson enjoining his bookseller to use his works for wrapping paper rather than promote them by the “sensational” methods of advertising then in use.

CHAPTER III

THE GREAT PICTORIAL SIGNBOARD ERA IN ENGLAND

While printed publicity was held back by the still general lack of ability to read the picture over the door, which enabled even the illiterate to identify a shop, was developing into a more advanced form of advertising.

By the late centuries of the Dark Ages the taverns had grown away from the bush or the bunch of grapes which since ancient times had been their common mark. They began to display coats of arms or other heraldic devices in colors, an idea which is believed to have had its origin in the use of some baronial establishments as inns while their owners were away for long periods, as during the crusades. Many of the quaint old English inn signs were originally family arms. The lion blazon in heraldry became in popular speech the "Golden Lion" or "Blue Lion."

The next step, which was several centuries in coming, was the display of painted animals that were not taken out of anyone's coat of arms but were just animals. Everybody would know a bear from a cock. One of the first animals used by the taverns was the bull. Assuming that the idea of the innkeeper who thought of the bull sign was to suggest that his drink was strong, he should be put down as a contributor to the development of advertising appeal. And at "The Sign of the Lion," too, the man in the street knew he could get something that would perk up his spirits.

But while the owners of the bull and lion signs had a suggestive appeal on their boards, this cannot be said for the menagerie of animals and representation of other ideas that followed. In their desire for novelty the taverns searched heaven and earth and got so far away from their line as to picture angels on the signs. The variety grew through the centuries into the Renaissance and through the eighteenth

THE HISTORY AND DEVELOPMENT OF ADVERTISING

century to a point where the obtainment of something new for his sign must have presented a real problem for the newcomer in innkeeping.

A chronicler in the year 1625 has left us a record which indicates the variety then attained in signs. In a stroll about London he made note of tavern signs and counted five angels, four anchors, six bells, five bulls' heads, four black bulls, four bears, five bears-and-dolphins, ten castles, four crosses, seven three-crowns, six dogs of various breeds,



AT THE SIGN OF THE LION

seven green dragons, five fountains, three fleeces, eight globes, five greyhounds, nine white harts, four white horses, five harrows, twenty king's heads, seven king's arms, one queen's head, eight golden lions, six red lions, seven half moons, ten mitres, thirty-three maidenheads, ten mermaids, two open human mouths, eight nag's heads, eight prince's arms, four pope's heads, thirteen suns, eight stars.

In this diversity of tavern signs three hundred years ago we have an early example of the effect of competition on advertising. Each new tavern keeper sought something distinctive to differentiate him from his competitors.

Even the incongruities, which helped a breakaway from the trite, probably were good advertising, considering the novelty of them, the people of the times, and the nature of the tavern business.

By the middle of the eighteenth century tavern signs had taken on still another phase—the painted comic. One of these, done by Hogarth, is famous. It showed in colors a man staggering under a load of trouble, a frivolous woman on his back, a monkey pulling his hair, a magpie perched on his shoulder and chattering in his face. This doubtless had an appeal for the goodly number of tavern customers.

One evidence that the tavern sign brought business and was regarded as a most important feature is found in the prices paid and the standing in the art world of some of the men who did the work. Among them were members of the Royal Academy. Clarkson is said

ORIGIN OF SOME SIGNBOARD IDEAS

to have received £500 for the portrait of Shakespeare which he did for a tavern that stood in Little Russell Street, near Drury Lane. In giving their talent to this work the English painters had examples from famous artists of other centuries, for it is known that Correggio, Holbein and Watteau painted signs. The Muleteers, by Correggio, preserved in the Sutherland Museum in London, was painted as an inn sign.

Tradesmen and shopkeepers were slow in following the inns, although in ancient times the money lender and the barber had been among the first to show enterprise. The three balls for the pawnbroker dates far back, and is one symbol that has persisted through the centuries to the present day. Pawnbrokers first were goldsmiths, and the three balls are believed to be taken from the lower part of the coat of arms of the Dukes of Medici, from whose states in Lombardy the old goldsmiths came. The great family of financiers, the Rothschilds, took their name from a signboard. The first of the money kings was Meyer Bauer of Frankfort, the son of a Jewish merchant. In 1743 he became a money lender, after being educated for the synagogue. His father's signboard was a red shield, and when Bauer prospered and wanted a name less homely than the one he had been born with he took a new one from his father's sign, calling himself "Rothschild," which is "Red Shield" in English.

A very early symbolic trade sign was the red-and-white-striped barber's pole, which is said to have been first used by blood-letters, who also practised the barber's trade. This, like the ancient bush for



The Black Jack and
Pewter Platter



The Bull and Mouth



The Nag's Head

SIGNS OF SOME ENGLISH INNS FROM 1480 TO 1640

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The Green Man



Dog's Head in Pot



Adam and Eve

ENGLISH TAVERN SIGNS AROUND 1650

the inn, needed no words. Then came a representation of shop wares. The glove maker got a wood carver to do a hand, had a painter put a glove on it, and hung it out. The stocking maker suspended a stockinged leg over his door. The brazier put out a frying pan. Other trades displayed something picturing their products.

As new merchants adopted the conventional symbol of a trade and it no longer served to identify a particular shop, more distinctive identification was sought. One means, copied from the early medieval inn, was the addition of a coat of arms, usually that of a noble family which the tradesman served. Some shops hung out the royal arms. Sculptured or painted heads of queens also were used, even by those who did not enjoy royal patronage. Both kinds of signs—one type picturing the wares, the other carrying a symbol of “class” only—were used contemporaneously through several centuries of the sign-board period of advertising. Some put both wares and “atmosphere” on the same sign. It is evident that thought was given to appeal even in this rudimentary advertising. In later days the idea is exemplified by advertisements which carry the royal coat of arms and the words “By Appointment to His Majesty, etc.”

One reason for the importance of signs up to the end of the eighteenth century was that there were no street numbers. A shop was known as being in a certain street, near some well-known structure, like a church or the Royal Exchange, and by its sign. The desire of

ADVERTISING VALUE OF OLD SIGN APPRECIATED

the sign user was to make his sign a landmark, and in this through long use of the same sign he succeeded,

Some absurd incongruities that we note in the old signboards were due to a sign and its location having become so well known that when a new business moved into the building the sign put up by the former occupant was retained. In these circumstances a bun maker might be doing business "At the Sign of the Anvil." Or he might add a bun to the sign and make his address "At the Sign of the Anvil and the Bun," increasing the absurdity but retaining the value of the anvil sign.

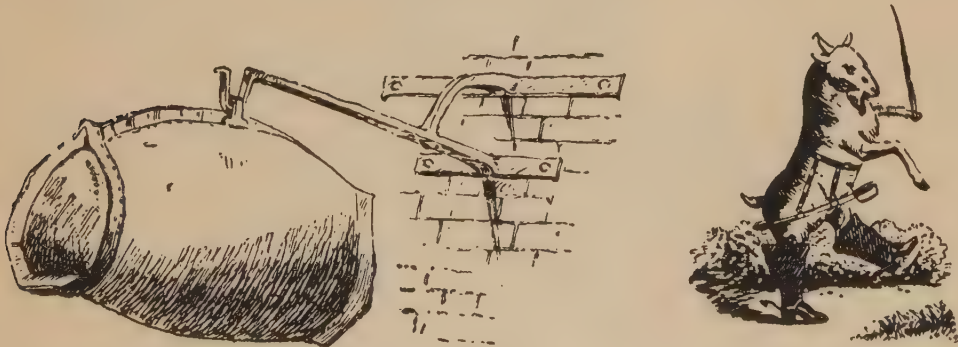
Signboards, which became larger and more colorful with each generation of the seven-teenth and early eighteenth centuries, were either fixed to the front of the building, sus-



PROMINENCE OF SIGNBOARD IN EIGHTEENTH CENTURY

Coach halting at an English countryside inn in 1785

suspended from a rod extending out from the building or hung from a pole fixed in the walk. As the signs increased in number and size and became more and more ornate and highly colored, they showed also greater excellence in workmanship. Many of them were carved in relief on wood and gilded. Sculptured heads of royalty, of Shake-



THERE WAS GOOD WINE AT THE SIGN OF THE LEATHER BOTTLE AND AT THE SIGN OF BULL IN BOOTS



"THE SIGN PAINTER": A PAINTING
BY HOGARTH
(Early eighteenth century)

1762: HOUSE NUMBERS BEGIN TO REPLACE SIGNS

speare and of pretty maidens were numerous and vied for attention with the red and golden lions, green dragons and other subjects from the animal world. The streets of London looked like a picture gallery. A French visitor in the middle of the eighteenth century, when the gay street sign was in full bloom, comments on "the huge size and ridiculous ornamentation."

Their large dimensions and great number eventually brought about the end of these picturesque street signs. There were accidents from signs falling, and in 1762 the authorities ordered all signs removed. The ban came with an order requiring the numbering of houses, literacy having spread to a point where it was believed most people could read a numeral. By 1773 houses were numbered, the picture gallery in the streets had largely disappeared, and London and other English cities had passed through a colorful period in early advertising.

Exit of the big pictorial street sign turned thoughts to other forms of publicity, and with a realization of the wider ability to read among the masses impetus was given to printed advertising.



AT THE HEIGHT OF THE GREAT PICTORIAL SIGNBOARD PERIOD

A view at the monument of London, in 1760, showing the large and numerous tradesmen's signs as they then appeared. (From "The History of Signboards," by Lowter and Totten, 1866.)

CHAPTER IV

ART IN EARLY ENGLISH HANDBILLS

A salient development of the seventeenth century was the birth of art in handbill advertising. It came in the form of illustrated shopbills distributed by tradesmen. In the early years of the succeeding century Hogarth was one of the artists who gave momentum to the shopbill idea.

Many examples of these productions are preserved in the British Museum and in private collections in England. They are known variously as "shopbills," "trade cards" and "tradesmen's cards." Some were wood engravings, but mostly they were engraved on copper. In size they varied greatly, ranging from $1\frac{3}{4}$ by $2\frac{3}{4}$ inches to 10 by 16 inches. The term "card" is inaccurate in the common modern use of that word, for they were printed on thin sheets and never on cardboard.

These announcements, many of them exquisite, were employed by advertisers as widely apart in the social strata as the rubbish remover and the king's surgeon. Between these extremes the idea was used by several hundred trades and professions. That the shopbills were effective, that they brought business, may safely be assumed from their great popularity through the eighteenth century.

Leading artists and engravers of the time engaged in this work. From an art standpoint the best examples of the eighteenth century shopbill are worthy of any period in the history of advertising.

The shopbill was an adaptation of the ornate bookplate and elaborate street sign and a development from these origins. It came in with an engraving of the advertiser's sign—"The Sign of the Lion," or whatever it happened to be—heading an announcement in script. Thus a certain woollen draper's card pictured the golden fleece and below it conveyed this message:

EXAMPLES OF EIGHTEENTH CENTURY SHOPBILLS

*Richard Fanson
Woollen Draper
at the Golden Fleece
The North Side of St. Paul's Churchyard London
Sells all sorts of Woollen Drapery Goods
Wholesale and Retail at the Lowest Prices*

A grocer's shopbill carried a representation of a beehive and three sugar loaves, and under this identifying sign the announcement that

*George Farr
Grocer
At the Beehive and Three Sugar Loaves in Wood
Street near Cheapside—London—
Sells all sorts of Fine Teas, Coffee, Chocolate, Sago,
Best Spanish, Scotch Rappee and Portugal Snuffs.
Finest Blues and Starch
with all other Groceries. Fine Old Rum. Coniac
Brandy Batavia Arrack neat as imported at the
Lowest Prices*

A frying pan suspended from an ornamental pike was the trademark at the top of a brazier's circular. His announcement read:

*Citizen & Brazier
THOMAS PICKETT
Brazier (late servant to Mr. Hancock in Pall Mall)
lives at the sign of ye Frying Pan, in Compton
Street ye corner of Frith Street Soho Maketh
Selleth and Tinneth all sorts of Brass Copper &
Iron Household-goods*

Most of the shopbills, especially in the beginning, were, like those quoted, simple formal announcements of the nature of the advertiser's business. But occasionally there would be a piece of copy like this:

*Richard Hoy at his Honey Warehouse 175
Piccadilly Sells Box and Glass Beehives Con-*

THE HISTORY AND DEVELOPMENT OF ADVERTISING

*trived so as Ladies may have them on their Dress-
ing Tables Without the Least Danger of Being
Stung*

Or this exceptional piece, by a quack doctor, which appeared toward the end of the century, showing the kneeling patent medicine man presenting George III with a packet, and with this caption:

*His Majesty on the Esplanade at Weymouth
graciously accepting a Box of Ching's Patent
Worm Lozenges which was presented to him as
a Patent Medicine*

The quality of the lettering in many of these shopbills was high. Specimens of them are a delight to the eye of the present-day hand letterer. As a whole, including pictorial representation, lettering, border and layout, they were excellent formal advertisements, and adaptations of them are seen in the twentieth century when the



*Jeane Tempell. Chimbley:
: Sweepers at the Signe of the woman :
: Chimbley Sweper in Nutners street
near the watch house in Holborn*

TRADE CARD OF A CHIMNEY SWEEP, SEVENTEENTH CENTURY

(From Ambrose Neal's "London Tradesmen's Cards of the Eighteenth Century,"
courtesy of Charles Scribner's Sons.)

HOGARTH AS AN ENGRAVER OF SHOPBILLS

advertiser desires to give the ultimate touch of exclusiveness to his announcements in the "class" magazines.

Hogarth's earliest engraving for advertising purposes was a shopbill advertising himself as an engraver. It was done in 1720, when Hogarth was twenty-three years old, and it announced to the world this artist who was to become so famous as a cartoonist of the follies of his time. The bill reads:

*W. Hogarth
Engraver
At ye Golden Ball
Corner of Chadbourne Alley, Little
Newport Street*

One of Hogarth's customers was James Figg, the fencer and champion prizefighter of his day, for whom Hogarth engraved an ornate announcement showing Figg, sword in hand, standing in the prize ring challenging the crowd. The text underneath announces that—

*James Figg
Master of ye Noble Science of Defence on ye right
hand in Oxford Road near Adam and Eve Court
teaches gentlemen ye use of ye small backsword &
quarter staff at home and abroad.*

Among others for whom Hogarth produced business announcements were several bun bakers, a druggist, a fan maker, a frock shop, several tobacconists, and an upholsterer. One of the most interesting examples of his advertising work is the announcement he designed for his sisters, who had a frock shop. Inside a border, which is topped



A LONDON SILK DYER'S SHOPBILL,
EIGHTEENTH CENTURY

(From Ambrose Neal's "London Tradesmen's Cards of Eighteenth Century," courtesy of Charles Scribner's Sons.)



Packer's,
 ROYAL
 FURNITURE
 GLOSS,
 Sold Here.

HOW THEY TALKED (IN ADVERTISEMENTS) IN 1793
 A London furniture maker's shopbill. (Reproduced from original in Banks Collection, British Museum.)



Peter De la Fontaine **GOLDSMITH**
At the Golden Cup in Litchfield Street
SOHO. Makes, & Sells all Sorts of Gold & Silver
Plate, Swords, Rings, Jewells &c, at y^e lowest prices

A SHOPBILL BY HOGARTH
 (Early eighteenth century.)

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by the royal arms, is a view of the shop, in which the proprietors are pictured in the act of waiting on customers. The message reads:

*Mary & Ann Hogarth
from the old Frock Shop the corner of the Long
Walk facing the Cloysters, Removed to ye Kings
Arms joyning to ye Little Britain gate near Long
Walk sells ye best & Most Fashionable Ready Made
Frocks, sutes Fustian, Ticken & Holland, stript
Dimmity & Flanel Wastcoats, blue & canvas Frocks
and bluecoat Boys Drapery, Likewise Fustians,
Tickens, Hollands, white stript Dimitys, white
and stript Flannels in ye piece by Wholesale or
Retale, at Reasonable Rates*

The costumes in the Mary & Ann Hogarth shopbill indicate it appeared about the year 1735. In a survey of the development of the pictorial in shopbill advertising in the eighteenth century it figures as a stage of the gradual change from a mere reproduction of the shop's signboard to illustrations of the wares offered.

A list of trades and professions represented in eighteenth century shopbills shows to what extent the advertising idea had taken hold. In the Hodgkin collection in England there are nearly 3,000 of these bills, representing more than 300 trades, and the British Museum collection of upward of 4,300 specimens includes many trades not covered in the Hodgkin collection.

Most of these tradesmen made the articles they sold. Agricultural implements, musical instruments, fishing tackle, harness and other articles which later were turned out by factories were then still being made by craftsmen who retailed their production direct to the consumer.

Through shopbills that we find dated we see how, from decade to decade, the eighteenth-century tradesmen were experimenting and learning, and how the shopbill developed from what was merely an ornamented business card into an advertisement which illustrated the wares, often in great detail, and grew into a persuasive selling

STAGES IN DEVELOPMENT OF SHOPBILL

message. The five stages of development of the shopbill as traced by the author from a reading of Ambrose Heal's "Tradesmen's Cards of the Eighteenth Century" were:

First stage: Reproduction of the advertiser's door sign—The Sign of the Dolphin, or whatever it might be—with a formal card lettered beneath.

Second stage: Door sign, but with the addition of an ornamental border enclosing it and the message.

Third stage: Door sign begins to give way to symbols of the trade and representations of the wares.

Fourth stage: Door sign rarer. Symbolic representation of wares common, such as beaver for a hatter and the wheatsheaf for a baker.

Fifth stage: Door sign gone. Most shopbills now carry pictures of product. A hardware dealer, for instance, illustrates as many as forty articles in an announcement. Or the shopkeeper uses a view of the interior of his shop, showing display of articles. The interior view was a favorite method of Hogarth, and it may have been he that introduced it.

Just how large a distribution an eighteenth-century tradesman's shopbill had is not known. The fact that thousands have been preserved would indicate that shopbills were scattered in considerable number. Some of those saved have a statement of customer's indebtedness on the back, and this has given rise to a theory that they may have been but ornamental billheads. That, however, seems unlikely,



James Potter,
Leather - Breeches Maker.
At the Sign of the Boot and Breeches,
within Three Doors of Aldgate, on
the Left Hand Side of the Way, in
Shoemaker-Row.

MAketh and Selleth all Sorts of
Leather-Breeches, by Whole-
sale and Retail, at Reasonable Rates.
Likewise Buck and Doe Skins and
all Sorts of Leather for Breeches.

Printed at the Old Katherine-Wheel without Bishopsgate.

LONDON TAILOR'S TRADE CARD

(Eighteenth century. From Ambrose Neal's
"London Tradesmen's Cards of the Eighteenth
Century," courtesy of Charles Scribner's Sons.)

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as only a small percentage carry such memoranda. They doubtless were handed out over the counter, at the door, and perhaps distributed in moderate quantity to prospects at their homes by such means as the tradesman had. For a time while they flourished London had a local penny post, and there was a periodical post to the provinces.

While the first form of printed advertising to get started, the handbill, was developed to the stage indicated in the preceding paragraphs, newspaper advertising had also been making progress.

CHAPTER V

THE PUBLIC REGISTER OF WANTS AND FIRST NEWSBOOK ADVERTISING

When periodical advertising arrived it came as a result of realization of the inadequacies of distribution. Were Montaigne living today he doubtless would be a writer on distribution problems, for it was the famous French essayist who first pointed out the great need for some media through which sellers could acquaint buyers in general with what they had to sell. In an essay entitled "Of a Defect in our Policies," published in 1594, Montaigne said:

My whilom father, a man who had no help but from experience and his own nature, yet of an unspotted judgment, hath heretofore told me that he much desired to bring in this custom, which is, that in all cities there should be a certain appointed place to which whosoever should have need of anything might come and cause his business to be registered by some officer appointed for that purpose; as for example, if one have pearls to sell he should say, I seek to sell some pearls; and another, I seek to buy some pearls. Such a man would fain have company to travel to Paris. Such a one enquireth for a servant of this or that quality. Such a one seeketh for a master, another a workman; Some this, some that, everyone as he needeth; and it seemeth that this means of enter-warning one another would bring no small commodity into common commerce and society.

This essay brought about the establishment of a "Bureau d'Adresse" in Paris. Of this bureau little is known beyond that it functioned for a time. A greater result of Montaigne's suggestion was the publication of *Journal Général d'Affiches* in Paris beginning October 14, 1612—the first periodical. There are no early copies in existence, but its title—*Journal of Public Notices*—and its character in later years indicate that it was a want-ad medium. It is still alive after more

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than three hundred years, now called *Les Petites Affiches*, and is still a periodical of want ads and public and legal notices. It has the distinction of being the oldest periodical in the world.

Montaigne's essay had been read and discussed in England. In 1611 Sir Arthur Gorges and Sir Walter Cope made the experiment of setting up a registry office in England. It was called "The Publique Register, for generall commerce." Authority for it was obtained in a patent from James I. The promoters planned to keep a register in which sellers and buyers would insert their offers and wants, copies of which were to be distributed to branch offices in the provinces. To avoid losses through highway robbery the branches were also to be banks. But the Publique Register lived less than a year owing to a peculiar provision in the patent that the user of the service should "not be required to pay any more for search or entry than shall please himself." Permitting the buyer to fix the price evidently did not work well.

Twenty-five years later Captain Robert Innes received a similar patent from Charles I, but again it contained a clause that the Register was to have only "such recompense as the parties pleased," and this patent appears never to have been used. In 1648 Samuel Hartlib tried to obtain authority from Parliament to set up a registry office and to charge a fee of twopence or threepence for an entry, but failed to obtain a grant, possibly owing to his additional demand for an annual subsidy of two hundred pounds and "a convenient great house" in which to conduct the business.

To the modern man the idea of going through a "search and entry" procedure in order to make a purchase or sale of an article is suggestive of the time-taking details connected with the sale of a piece of land, and to his mind it is small wonder that the plan did not work. But it must be remembered that three hundred years ago wants that were felt were fewer and purchases not so numerous, and people also had more time.

When the Publique Register plan of distribution finally was set a-going it was printed and disseminated advertising that made it go. Henry Walker, who had been publishing a weekly news letter, *Perfect Occurrences*, went ahead without authority of Parliament and set up an "Office of Entries" at his house, The Fountain. This registry

WHEN ADVERTISEMENTS WERE KNOWN AS "ADVICES"

office he consistently advertised in his news letter. Each week he would make new suggestions for using the bureau. The following puff, from his *Perfect Occurrences* for August 17, 1649, shows how he advertised his Office of Entries:

There are many things now daily brought to the Enterance at the Fountain in King's Street. All those who have tickets for publique faith or printed tickets for soldiers may be directed where to have present monies for them. Divers that have lands or houses to sell or mortgage and others that buy come to the Enterance daily and divers that have household stuffe to sell, also others that would lay jewels to pawn, gentlemen that want servants and servants that want places. For any business it is but fourpence the Enterance and doth much good in bringing the buyer and seller together though with that small sum of fourpence onely.

Walker's Office of Entries was going well when, in 1650, *Perfect Occurrences* was suppressed for political reasons. Then the entry office, deprived of the advertising which Walker's news letter had been giving it, waned and died.

On the revival of the Registry plan in 1657 it came back on a wider scale. Marchmont Nedham, Cromwell's official journalist, was publishing the bi-weekly *Mercurious Politicus* and *Publick Intelligencer*. He established eight "Offices of Publick Advice" in London and in 1657 obtained permission from Cromwell to issue, in addition to his news letter, a weekly sheet called the *Publick Adviser*, which contained only advertising, and only of entries made at his registry offices. An entry was published in the *Publick Adviser* four times in successive issues. The fee for an "advice"—the term "advertising" had not yet come into general use—was from four shillings to ten shillings. The space occupied made no difference in the price charged, but the occupation or station in life of the advertiser did. A workman was charged four shillings, a bookseller five shillings, and a physician ten shillings. Land to be sold was charged a penny per pound sterling of value. These rates were considered exorbitant, and probably justly

The OFFICE of PUBLIC ADVICE, Newly set up in several places in and about London and Westminster, BY AUTHORITY.

Because the life of all Intercourse is quickness of Return, and the same can hardly be had, except the things, about which the said Intercourse is provided, come to the knowledge of Men concerned therein, which hitherto hath been, in a manner, altogether wanting, the several Offices of private Men, being for the most part unknown to others. Therefore the Undertakers of the Office of Public Advice have found out a new way, which every one that shall make a tryal of, not being biased, or any way interested to the contrary, will soon judge to be very advantageous to the Commonwealth, and to have fully assured the true means of quickning the said Intercourse. The design therefore of the said Undertakers, and the way how they intend to manage the same, is as follows, to wit:

The said Undertakers have erected several Offices or Places, to any of which all persons whatsoever may repair, there to Enter into the Register Books of the said Places respectively, the Occasions they have to dispose of any of the Things hereafter mentioned; which being thus Entered, the Undertakers will weekly put forth and publish a Book of Intelligence in Print, wherein all the particular Occasions by them so Entered, as aforesaid, shall be methodically set down, and to make known to all the Nation; which Book shall be publicly sold every *Tuesday* morning at every *Stationers Shop*; and by such other hands, and as far as possible, as other Books of Intelligence are ordinarily sold: And by this way great advantage will accrue to the Publick, and the fly to the Parties so Entering their Occasions: It being more likely, that the Things they are to dispose of, being by this means generally made known to all, more Chappmen will be found for the same, than if they should only take such blind ways of Addressing themselves to *one* or *two* *Persons*, in this new way, Fees are only taken of one of the two Parties concerning a Bargain, and both are as well served, as can be desired of such an Office. Whereas in the ways formerly used by others, both Parties are to pay Fees, and *five*, if any, come to be effectually served in what they aimed at. The Undertakers will bind themselves, after the Entering of such Occasions, to Print each Advice to Entered for Four weeks together in the said Book, unless the Parties shall desire a longer publishing; which, upon renewing of their Entering and Fees, shall be continued as long as they please.

The several Occasions, about which the Undertakers intend to give Intelligence in the said Book, and the Fees which they take for the same, are thereby shew,

		Fees for Entering yet sheweth.
To give notice	Of all such Ships and Vessels as are to go out, either from the Port of <i>London</i> , or any other Port in <i>England</i> , <i>Scotland</i> , or <i>Ireland</i> , with the time of their going forth, the place they lie at, the Port they are bound on, their <i>Number</i> , <i>Build</i> , and <i>Strength</i> , the Names of the <i>Masters</i> , &c. As also of all such Ships and Vessels as are to be Sold or Lett to Freight.	For Ships above one Tonn, a penny per Tonn, for Ships under one Tonn, six pence.
	Of all such Tacklings, Riggings, and Ship Furnitures whatsoever, as are to be sold. If under the value of <i>Thirty pounds</i> , Five shillings; if above the value of <i>Thirty pounds</i> , the same Fee as Five shillings, and one penny per pound for the overplus.	Five shillings.
	Of all such Masters of <i>Capitains</i> , <i>Pilots</i> , <i>Masters</i> , <i>Maisters</i> , <i>Boatswains</i> , <i>Gunsiers</i> , <i>Carpenters</i> , <i>Shipwrights</i> , <i>Surgeons</i> , &c. that want Employments.	Five shillings.
	Of any other <i>Seamen</i> , of what rank or force, that desire to be employed.	Three shillings.
	Of all <i>Stage Coaches</i> , <i>Waggons</i> , <i>Carriers</i> , or <i>Horses</i> , to be furnished at certain places, at constant times, to go into any part of the <i>Commonwealth</i> : The days of their going, the places they lie at; the rates they take, &c.	Eight shillings.
	Of all <i>Hackney Coaches</i> , <i>Waggons</i> , <i>Carriers</i> , or <i>Horses</i> to be Lett upon any Journey into any part of the <i>Commonwealth</i> ; the places they lie at, and the rates they take, &c.	Six shillings.
	Of <i>Lands</i> , <i>Houses</i> , <i>Annuities</i> , in <i>City</i> or <i>Countryside</i> , to be Sold, <i>Mortgaged</i> or <i>Purchased</i> .	A penny per pound of the value.
	Of <i>Houses</i> to be Lett by <i>Lease</i> or <i>Yearly Rent</i> in the <i>City</i> or <i>Houses</i> and <i>Lands</i> in any other part of the <i>Commonwealth</i> , which shall be under the yearly Rent of <i>Thirty pounds</i> . Five shillings.	Five shillings.
	If above the Rent of <i>Thirty pounds</i> , the same Fee of Five shillings, adding a penny per pound for the overplus of the said Rent.	Five shillings.
	Of all <i>Lodgings</i> to be Lett in the <i>City</i> , or near the <i>City</i> , either furnished or unfurnished; Person to be Boarded, or not, by the <i>Year</i> , <i>Month</i> or <i>Week</i> ; <i>Ware-Houses</i> , <i>Cellars</i> , &c. to be Lett.	Five shillings.
	Of Money to be put or taken at <i>Interest</i> ; Of Money to be lent or borrowed upon <i>Pledge</i> , <i>Jewels</i> , or other sufficient <i>Pawn</i> . Of any <i>Houshold-stuff</i> , <i>Clothes</i> , or other moveable Goods, to be sold or bought at the second hand. Of <i>Coaches</i> , or any <i>Furniture</i> belonging to the same, <i>Horses</i> or <i>Cattle</i> of all sorts to be sold. If under the value of <i>Thirty pounds</i> , Five shillings; if above the value of <i>Thirty pounds</i> , the same Fee of Five shillings, and one penny per pound for the overplus.	Five shillings.
	Of any <i>Wares</i> , <i>Merchandises</i> , or other <i>Commodities</i> whatsoever, to be sold or bought, either by <i>Whole Sale</i> or in <i>Retail</i> . If under the value of <i>Thirty pounds</i> , Five shillings; if above the value of <i>Thirty pounds</i> , the same Fee of Five shillings, and one penny per pound for the overplus.	Five shillings.
	Of any <i>Goods</i> , <i>Horses</i> , or any <i>Beasts</i> , or <i>Cattle</i> to be hired.	Six shillings.
	Of any that would be employed as <i>Agents</i> or <i>Messengers</i> about <i>business</i> , to any part of the <i>Commonwealth</i> , or beyond <i>Seas</i> ; or as <i>Overseers</i> and <i>Surveyors</i> of any <i>Lands</i> or <i>Estates</i> in <i>Ireland</i> , or other parts of the <i>Commonwealth</i> ; or as <i>Interpreters</i> or <i>Agents</i> for <i>Strangers</i> , that are ignorant of the <i>Language</i> or <i>Affairs</i> of this <i>Nation</i> .	Six shillings.
	Of <i>Professors</i> of <i>Sciences</i> , <i>Teachers</i> of <i>Hebrew</i> , <i>Greek</i> , <i>Latin</i> , <i>English</i> , <i>French</i> , <i>Italian</i> , <i>Dutch</i> , or any other <i>Language</i> . Of <i>Tutors</i> or <i>Governesses</i> for <i>Children</i> or <i>Gen- tlemen</i> . Of <i>School-Masters</i> , or <i>School-Mistresses</i> of the better sort. Of <i>Writing-Masters</i> , <i>Dancing-Masters</i> , <i>Singing-Masters</i> , <i>Lute</i> or <i>Guitarre</i> <i>Masters</i> , &c.	Ten shillings.
	Of <i>Stewards</i> , <i>Justices</i> of <i>Peace</i> , <i>Attorneys</i> , <i>Solicitors</i> , <i>Scritivers</i> , <i>Brethren</i> , <i>Woodmen</i> , &c.	Ten shillings.
	Of <i>Peri-School-Masters</i> and <i>School-Mistresses</i> of <i>Serving</i> men or <i>Serving</i> women of all <i>forts</i> and <i>degrees</i> ; <i>Journey-men</i> , <i>Workmen</i> , &c. Of all <i>Professions</i> whatsoever.	Four shillings.
	Of <i>Nurse-keepers</i> and <i>Nurses</i> , dry and wet, in <i>House</i> or <i>abroad</i> , in <i>City</i> or <i>Countryside</i> .	Four shillings.
	Of <i>Apprentices</i> to be bound of any <i>Profession</i> or <i>Calling</i> .	Six shillings.
	Of <i>Servants</i> or <i>Apprentices</i> run from their <i>Masters</i> .	Eight shillings.
	Of <i>Physicians</i> and others, that have any rare and approved <i>Receipt</i> or <i>Medicine</i> for any <i>Pain</i> or <i>Disease</i> : Of such as having such <i>Pain</i> , look for any one to help them: Of such as will make known any <i>good</i> and <i>useful</i> <i>Claim</i> to any <i>Real</i> or <i>Personal</i> <i>Estate</i> .	Ten shillings.
	Of <i>Books</i> <i>Printed</i> or intended to be <i>Printed</i> .	Five shillings.
	Of <i>Wood</i> and <i>Timber</i> to be <i>Sold</i> . If under the value of <i>Thirty pounds</i> , Five shillings; if above the value of <i>Thirty pounds</i> , the same Fee of Five shillings, and one penny per pound for the overplus.	Five shillings.

And generally of all sorts of other Occasions: For which the Fees shall be proportionable, either to the aforesaid Fees, or to the nature of the thing itself, which considering the great Charges and Trouble the Undertakers are to be at in publishing Four weeks together each Advice, ought not to be thought too high.

EARLIEST KNOWN SCALE OF ADVERTISING RATES, 1657

Rates for "advices" in the public-register-of-wants publication, the weekly Publick Adviser. The price ran from three to ten shillings, according to the advertiser's occupation or the subject of the "advice." This office of public advice was conducted by Marchmont Nedham, Cromwell's official journalist. (Reproduction reduced one half.)

THE FIRST NEWSPAPER ADVERTISEMENTS

so when one considers the value of money in those days. When Nedham, two years previously, raised the charge for an advertisement in the news-letter *Mercurious Politicus* and *Publick Intelligencer* from sixpence to two shillings sixpence he was given the nickname "The Devil's Half-Crown Newsmonger."

Leaving the public registry idea and taking up periodicals published primarily for their news contents, we find that although manuscript news-letters were being written and sold for reading by individuals and to groups in taverns, it was more than half a century after the invention of printing from type before a news periodical was published in printed form.

The earliest known printed news pamphlet appeared in Germany about the year 1525. Its publication was irregular and at long intervals. Around that time occasional news pamphlets were printed also in Holland, Austria and Italy. In Italy they were called "*gazettas*," or "treasuries" (of news). An idea of the infrequency of these early periodicals is had from one published in German, place unknown, in 1591. It contains the news happenings for the previous three or four years, including the defeat of the Spanish Armada and the assassination of Henry III of France. Then, as later, news was considered news until printed.

The German news pamphlet of 1525 contains what is probably the first advertisement published in a disseminated sheet in any language. It is a puff for a book written by a Dr. Laster extolling the medicinal virtues of a mysterious herb he had discovered. The item is regarded as an advertisement, especially because it concludes with this advice to the reader: "Let whoever does not know the meaning of this buy the book at once and read it with all zeal." Whether it was a paid advertisement is not known.

In England there was, as elsewhere, first the hand-written news letter, which a professional news writer made up for sale to the noble or other personage in the province anxious to know the news of the court and other important happenings. When such letters began to be issued in printed form late in the sixteenth century, they were irregular and cannot be called periodicals. The chief printers of news pamphlets, or corantos of foreign events, around the year 1600 were Nathaniel

THE HISTORY AND DEVELOPMENT OF ADVERTISING

Butter, Nicholas Bourne and Thomas Archer. Butter was a stationer, and Bourne and Archer were stationers and booksellers. They were the fathers of English journalism. When Butter, in 1621, decided to issue his printed news-letter weekly, calling it the "Corant, or Weekly Newes," he almost became the first publisher of a regularly issued newspaper. But he failed to put it out weekly as promised. In the following year Bourne and Archer began the regular publication of the Weekly Newes, a twenty-page 5 by 7-inch book. In 1625 Bourne and Butter formed a partnership, and Archer, whom English historians appear to regard as the main figure of the three, launched a news book of his own, calling it *Mercurius Britannicus*, which was the pen name he had been using in his pamphleteering.

Earliest advertisements in the English news books appeared as the final items on the last page or sandwiched in among the news, and usually there was little to distinguish them typographically from news matter.

The first newspaper advertisement published in the English language, and one of the first in any language, concerned a book. Following the news matter on the back page of *The Continuation of Our Weekly Newes* for February 1, 1625, published by "*Mercurius Britannicus*" (Thomas Archer), is found this announcement of George Marceline's "*Epithalamium Gallo-Britannicum*":

H*ere is this present day published an excellent Discourse concerning the Match betweene our most Gracious and Mightie Prince CHARLES, Prince of Wales, and the lady HENRETTE MARIA, daughter to HENRY the fourth, late King of France, &c. sister to LEVVIS the thirteenth, now King of those Dominions: Manifesting the Royall Ancestors of both these famous Princes, and truly explaining the seuerall interchanges of Marriages which hath beene betweene France and England: with the liuely Picture of the Prince and the Lady cut in Brasse.*

So far as files in the British Museum show, it was more than twenty years before another advertisement appeared in an English newsbook. The second one got a response that attracted attention. This advertisement, which was the alpha of newspaper advertising, was published

(20)

receiued this answere, raysed presently two Batteries to batter the Towne, the one before the gate of Ginnckens, and the other before the gate of Ter Hage, and mounting his Ordinance vpon them, shot very fiercely against the Towne : but they which are in it, demolished them presently with their Ordinance.

Here is this present day published an excellent Discourse concerning the Match betweene our most Gracious and Mightie Prince CHARLES, Prince of Wales, and the Lady HENRETTE MARIA, daughter to HENRY the fourth, late King of France, &c. sister to LEVIS the thirteenth, now King of those Dominions: Manifesting the Royall Ancestors of both these famous Princes, and truly explaining the severall interchanges of Marriages which hath beene betweene France and England: with the lively Picture of the Prince and the Lady cut in Brasse.

FINIS.

FIRST NEWSPAPER ADVERTISEMENT—A. D. 1625

Back page of The Continuation of Our Weekly Newes, edited by "Mercurius Britannicus," London, for February 1, 1625, showing advertisement for the book "Epithalamium Gallo-Britannicum," the earliest known newspaper advertisement. (From original in British Museum. Courtesy of Harper & Brothers.)

THE HISTORY AND DEVELOPMENT OF ADVERTISING

in Henry Walker's "Perfect Occurrences" in April, 1647. It was set in among the news and ran as follows:

A Book applauded by the Clergy of *England*, called, *The Divine Right of Church-Government*, collected by fundry eminent Minifters in the Citie of *London*; corrected and augmented in many places, with a briefe Reply to certain *Queries* againft the Miniftery of *England*: Is printed, and publifhed for *Joseph Hunfcot* and *George Calvert*, and are to be fold at the Stationers Hall, and at the Golden Fleece in the Old Change.

It is on record that Henry Walker received no fee for this puff, having written it to help a friend sell a book. The increased sales for the book which followed attracted attention, and others as well as Walker set their minds to work to find ways for using the new aid to selling. One result was the establishment of Walker's Office of Entries for the registration of offers and wants, with publication of such registration in "Perfect Occurrences." Another was a gradual growth in number of similar items in the periodicals of the day. At first they were, like the initial one, book notices, but after a while the medicine man saw the opportunity, and cures for various ailments began to appear. The fee was sixpence for an item.

Books, cures, lost horses, runaway apprentices, houses to let and offers of professional services continued for some years to be the only subjects of "advices." The food or clothing or house-furnishing merchant had not yet discovered the value of the newsbook to him.

By 1652 advertisements in the newsbooks, especially of cures, had increased to such an extent that readers were protesting at their number. Their character also was found objectionable. In an attack on the newsbooks Fleetwood Sheppard, poet and favorite of Charles II, wrote in a pamphlet in 1652:

They have now found out another quaint device in their trading. There is never a mountebank who either by professing of chymistry or any other art drains money from the people of the nation but these arch-cheats have a share in the booty and besides filling up his paper, which he knew not how to do otherwise, he must have a feeling to authorize the charlatan, forsooth, by putting him into the news book.

of that petition, their approbation and esteems of their good Service who first discovered it, and of all such Officers and Souldiers as have refused to joine in it, and that for such as have been abused, and by the perswasion of others drawn to subscribe it; if they shall for the future manifest their dislike of what they have done, by forbearing to proceed any further in it, it shall not be looked upon as any cause to take away the remembrance and sence the Houses have of the good service they have formerly done, but they shall still be retained in their good Opinion, and shall be cared for, with the rest of the Army in all things necessary and fitting for the satisfaction of persons that have done so good and faithfull Service, and as may be expected from a Parliament, so carefull to performe all things appertaining to Honour and Justice; As on the other side it is declared, That all those who shall continue in their distempered condition, and go on in advancing and promoting that Petition, shall be looked upon, and proceeded against as enemies to the State, and disturbers of the Publike peace.

Die Martis, Martii 1647.

Ordere*d by the Lords Assembled in Parliament, That this Declaration be forthwith printed and published.*

Joh. Brown Cler. Parliamentorum.

Harleigh Castle is surrendred to Major Generall *Miston*; but the Souldiers at *Wrexham* mutinied, and imprisoned 4. of the Committee, viz. Col. *John Jones*, Liu. Colonel *George Twissleton*, *John Edgbury* Esquire, and Mr. *Rob. Santly*; and wounded 4. of Colonel *Hugh Prices* men, who is Governour of *Redcastle*. The Souldiers for *Ireland* also in *Lancashire* abused Mr. *Ashurst*, a Member of the House of Commons, at his House neere *Latham*, and dangerously wounded some of the inhabitants of *Soffard*, three it is thought can hardly escape with life.

Adjutant Generall *Edwards*, (who hath done much publicke service in those parts) is come with letters from Major Generall *Miston* (*Thomas the Conquerour*) who hath now taken in *Harleigh Castle* the last Garrison in *Wales*.

From *Cork* in *Ireland* thus. *March 2.* a Party with Col. *Monk* marched to *Kilmallock*, and returned *March 6.* without opposition. *Tuesday* and *Wednesday* the 9. and 10. we mustered 6710. And the Councell of Warre have since ordered the Horse and Foot that are marched out, to move on a designe which is private.

A Book applauded by the Clergy of *England*, called, *The Divine Right of Church Government*, collected by sundry eminent Ministers in the Citie of *London*; corrected and augmented in many places, with a briefe Reply to certain *Queries* against the Ministry of *England*: Is printed and published for *Joseph Hunsford* and *George Calvers*. and are to be sold at the Stationers Hall, and at the *Golden Fleece* in the Old Change.

Wednesday was the Fast day. Some Justices of *Middlesex* have made enquiry, and put down above two hundred needless Alehouses. A good for others.

SECOND ENGLISH NEWSPAPER ADVERTISEMENT, A. D. 1647

Twenty-two years after the first advertisement came this, the second earliest on record. The "book applauded by the clergy" appeared sandwiched in among the news items in Walker's Perfect Occurrences of Every Dayes Journall in Parliament, April 2, 1647. (From original copy in British Museum. Courtesy of Harper & Brothers.)

THE HISTORY AND DEVELOPMENT OF ADVERTISING

Newsbooks were now, 1652, quite numerous. In the political explosions and civil wars which preceded the accession of Cromwell the various political parties had discovered the value of printed publicity, and each faction had its organ. Most of them were short-lived, but they were constantly being born. "Mercury," with some additional designation, was the popular name, and there were scores of Mercuries—Mercurious Democritus, Mercurious Acheronticus, Mercurious Mastix, Mercurious Politicus. Other names were the Parliament Kite, the Parliamentary Schreech Owle, the Scots Dove, the Dutch Spye.

These newsbooks contained two to twenty pages. In page size they varied. A common dimension was approximately 5 by 7 inches, what in 1928 would be called a pocket size.

Cromwell's march into Scotland gave that country its first newsbook—Mercurious Politicus, at Leith, in October, 1653. It was published for his army. Later it became a paper for general circulation, and in 1660 was renamed Mercurious Publicus. One early advertisement in London was that of the book publication of an heroic poem congratulating Oliver Cromwell on his return from the Civil Wars. Books constituted the main class of advertising in Cromwell's day. Titles of some published during his protectorate were intriguing:

"Hooks and Eyes for Believers Breeches."

"A Most Delectable Sweet Perfumed Nosegay for God's Saints to Smell at."

"A Sign of Sorrow for the Sinners of Zion, breathed out of a Hole in the Wall of an Earthly Vessel known among Men by the name of Samuel Fish." [Friend Fish was a Quaker who had been imprisoned.]

"The Spiritual Mustard Pot to make the Soul Sneeze with Devotion."

"Tobacco Battered and the Pipe shattered about their Ears that idly idolize so loathsome a Vanity, by a Volley of holy shot thundered from Mount Helicon: a poem against the use of tobacco, by Hoshua Sylvester."

When Sir Walter Raleigh returned from the Virginia settlements with a pipe in his mouth, introducing that strange new plant, tobacco,

ADVERTISING FIGURES IN WAR ON TOBACCO

he plunged England into a hot controversy which was fought out in books and pamphlets like the one last cited. King James I tried many methods in an effort to crush out this product of the New World, but without avail. By Cromwell's time it had become a necessity in England, and "Tobacco Battered and the Pipe Shattered" was one of the last of a long line of condemnations and satires directed against it.

PANACEA;
OR
The Universal Medicine,
BEING
A DISCOVERY
of the
Wonderfull Vertues
OF
Tobacco
Taken in a Pipe,
WITH
Its Operation and Use both in
Physick and Chyrurgery.

By Dr. EVERARD, &c.

LONDON,
Printed for Simon Miller at the Star in St. Pauls
Church-yard, near the West-end, 1659.

AN EARLY TOBACCO ADVERTISEMENT

This title page of Dr. Everard's pamphlet, "Panacea," printed in London in 1659, is now in the Library of Congress and is reprinted here from "The Pageant of America," issued by the Yale University Press.

King JAMES
His COUNTERBLAST to
TOBACCO

To which is added a
LEARNED DISCOURSE
Written by
Dr. EVERARD MAYNWARINGE,
Proving that TOBACCO is a procuring Cause
of the SCURVY.

WITH
A short Collection out of Dr. George Toom
Treatise of BLOOD; against smoking TOB.

ALSO,
Serious Cautions against Excess in DRINKING
WITH
Many Examples of Gods severe Judgments upon
tious Drunkards, who have died suddenly.

CONCLUDING WITH
Witty Poems against TOBACCO, By JOSH. SYLVESTER.

Collected and Published at very proper for this Age.

Animula omnia sibi metipsum nocuum Salutaris, pressu Hominum.

Licensed according to Order, Jan 6. 1672.

London, Printed for John Henshaw, and are to be Sold at the Three Mills in
Pier-Street-Alley, or at other Shops, 1672.

A BROADSIDE AGAINST TOBACCO

The title page of James I's "counterblast to Tobacco" and other essays on smoking, London, 1672. (Reproduced from "The Pageant of America.")

CHAPTER VI

“SIQUIS” AND “ADVICES” BECOME “ADVERTISEMENTS”

Use of the word “advertisement” in the modern sense first appears in 1655, when book publishers began to head their announcements, “An Advertisement of Books Newly Published.” One such employment of the word is found in *Mercurius Politicus* for November 1–8, 1655. In the same newsbook for April 10–17, 1656, a reward for a lost horse is headed “Advertisement.” As meaning “notification” or “warning” the word “advertisement” appears in the Bible, and Shakespeare uses it in these senses, but in its modern meaning it did not appear until 1655, when it began to supplant “advices,” which in the 1640’s had taken the place of “siquis.” It is probable that the idea came from the practice of English newsbooks in the 1640’s of describing important news advices as “advertisements.” On the front page of *The Weekly Account* for January 15, 1645, for instance, it is announced in display type that the newsbook contains

Several Advertisements From

<i>Abbingdon</i>	<i>Manchester</i>	<i>Evesham</i>
<i>Portsmouth</i>	<i>Newark</i>	<i>Banbury</i>
<i>Westchester</i>	<i>Oxford</i>	<i>Northampton</i>

Such front-cover listings of “advertisements” was the newsbook’s equivalent of the modern streamer head, which catches the eye on the news stand. If it was known, for instance, that important events were in the making at Oxford, the announcement of an “advertisement” from Oxford would sell the newsbook, which was offered in bookshops, at stationery shops, and in the streets. The man from the provinces inspected the list of advertisements to see if there was one from his home town. Thus the word came to have special attention value. By 1660 the word “advertisement” had come into general use as a heading for commercial announcements.

THE II. WEEK, 1645

The Weekly Account

Published
Janu. the
15.

Containing,
Certain Speciall and Remarkable Passages from
both Houses of PARLIAMENT; And Collections of
severall Advertitements; From, —

{ Abbingdon.
Portsmouth.
Welcheiter.

{ Manchester.
Newark.
Oxford.

{ Evesham.
Banbury.
Northampton.

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A great overthrow given to Pr. Rupert and Pr. Mawrice, by Major Generall Brown at Abington, the Prince his Troop taken, the Governour of Oxford and the Governour of Wallingford both slain, the Prince Capitan Lieutenant runnethrow by Captain Blundell, 3. Cart-loads of dead men carried into a field, and a great number to Wallingford, Capt. Farmer killed, and Pr. Ruperts Warrant found in his pocket, for the manner and time of storming Abbingdon, and a great number of other Officers slain and taken, he sides common soldiers, Major Braabury and some others slain on our side, Captain Melvin and Captain Butterfield and many others wounded, with the manner of Pr. Ruperts flight, and retreat to Oxford. A List of the names of the Commissioners that are to treat on our side at Uxbridge. Coll. Goring defeated before Portsmouth. Five Irish Rebels hanged at Abbingdon. With other remarkable newes from other parts, and passages in Parliament.

From Wednesday the 8th. of January, to Wednesday the 15. of the same.

WEDNESDAY, January the 8.



The beginning of this Weeks Account, is a Letter from Portsmouth, dated two dayes since; which certifieth as followeth: viz,

SIR,

THe newes whereof at this time I can informe you, is this: A foot Regiment of Kentish men lately took shipping here, which are designed further West & either for Plimouth, on to joyne with the Horse and Dragoons which went for the reliefe of Taunton Castle; but the latter I rather think to be their intention for that I saw they are to land at Poole. We have had some Alarums since their departure. And our friends have informed us, that the

PROBABLE ORIGIN OF ENGLISH USE OF "ADVERTISEMENT" IN MODERN SENSE

First employment of the word "advertisement" in English newsbooks was in the sense of "advices," as in the above example from the London Weekly Account for January 15, 1645, where the word is used to inform readers that there are news advices from the towns named. The "advertisement" from Banbury, for instance, read: "This day it was advertised that Collonel Pursoy, and another partie of the Parliament's forces, fell on the enemies quarters in two places, near Banbury, and took about 40 horse at one place and twenty at another." Booksellers and others saw the attention value of the word, and soon "advertisement" became a standard heading for paid announcements.

THE HISTORY AND DEVELOPMENT OF ADVERTISING

The first food product advertisement in England appeared on May 26, 1657, in the *Publick Adviser*, which contained no news and was published to give publicity to the registrations of offers and wants entered at Henry Walker's bureaux. It should perhaps be called a medicine advertisement, or a café announcement, rather than a food advertisement:

In Bartholomew Lane, on the back side of the Old Exchange, the drink called coffee, which is a very wholesome and physical drink, have many excellent virtues, closes the orifice of the stomach, fortifies the heat within, helpeth digestion, quickeneth the spirits, maketh the heart lightsom, is good against eye-sores, coughs or colds, thumes, consumptions, head ache, dropsie, gout, scurvy, King's evil, and many others; is to be sold both in the morning and at three of the clock in the afternoon.

In English history this advertisement has been used to help establish the approximate date of the beginning of those interesting gathering places and news centers, the London coffee houses, the first of which is believed to have opened in 1652.

The coffee-house advertisement must have paid, for presently it had rivals. On June 22, 1657, we find this, "notice of special importance," which introduces another beverage:

An advertisement (i.e., notice of special importance). In Bishopsgate Street in Queen's Head Alley, at a Frenchman's house, is an excellent West India drink, called chocolate, to be sold, where you may have it ready made at any time and also unmade at reasonable rates.

And in the following year advertising began to further the sale of a strange herb, as is shown by this announcement in *Mercurius Politicus* for September 30, 1658:

That Excellent, and by all Physicians approved, China drink, called by the Chinese Tcha, by other nations Tay alias Tee, is sold at the Sultanness Head Cophee-House, in Sweeting's Rents, by the Royal Exchange.



The Vertue of the *COFFEE* Drink.

First publicly made and sold in England, by *Pasqua Rosee*.

THE Grain or Berry called *Coffee*, groweth upon little Trees, only in the *Deserts of Arabia*.

It is brought from thence, and drunk generally throughout all the Grand Seigniors Dominions.

It is a simple innocent thing, compos'd into a Drink, by being dry'd in an Oven, and ground to Powder, and boiled up with Spring water, and about half a pint of it to be drunk, fasting an hour before, and not Eating an hour after, and to be taken as hot as possibly can be endured; the which will never fetch the skin off the mouth, or raise any Blisters, by reason of that Heat.

The Turks drink at meals and other times, is usually *Water*, and their Dyet consist: much of *Fruit*, the *Crudities* whereof are very much corrected by this Drink.

The quality of this Drink is cold and Dry; and though it be a Dryer; yet it neither heats, nor inflames more then *hot Posset*.

It closeth the Orifice of the Stomack, and fortifies the heat with- it's very good to help digestion; and therefore of great use to be bout 3 or 4 a Clock afternoon, as well as in the morning. It quickens the *Spirits*, and makes the Heart *Lightsome*.

It is good against sore Eys, and the better if you hold your Head over it, and take in the Steem that way.

It suppresseth Fumes exceedingly, and therefore good against the *Head-ach*, and will very much stop any *Defluxion of Rheums*, that distil from the Head upon the Stomack, and so prevent and help *Consumptions*; and the *Cough of the Lungs*.

It is excellent to prevent and cure the *Dropsy*, *Gout*, and *Scurvy*.

It is known by experience to be better then any other Drying Drink for People in years, or Children that have any running humors upon them, as the *Kings Evil*. &c.

It is very good to prevent *Mis-carryings* in *Child-bearing Women*.

It is a most excellent Remedy against the Spleen, *Hypocondriack Winds*, or the like.

It will prevent *Drowsiness*, and make one fit for business, if one have occasion to Watch; and therefore you are not to Drink of it after *Supper*, unless you intend to be watchful, for it will hinder sleep for 3 or 4 hours.

It is observed that in Turkey, where this is generally drunk, that they are not troubled with the Stone, Gout, Dropsie, or Scurvey, and that their Skins are exceeding cleer and white.

It is neither Laxative nor Restraining.



Made and Sold in *St. Michaels Alley* in *Cornhill*, by *Pasqua Rosee*, at the Signe of his own Head.

COFFEE AS A CURE-ALL

This handbill, printed in 1657, is in the British Museum.

THE HISTORY AND DEVELOPMENT OF ADVERTISING

First brought into England about twenty years before, tea was sold largely as a medicine and cost from £7 to £10 a pound. The advertisement marks the period when it was assuming its true function as a beverage. Let us hope, for the sake of the readers of that advertisement, that the proprietor of the Sultaness Head Cophee-House managed to offer his tea at "greatly reduced prices."

In 1660, when Charles II was on the throne, the newsbook *Mercurius Politicus* published the King's advertisements for lost dogs, hawks and falcons. Charles was a lover of dogs and always went about with a troop of them at his heels. In November, 1660, appeared an advertisement for "a smooth black dog, less than a grey-hound," which the finder was requested to bring to "His Majesties Back Stairs." This advertisement evidently failed to bring results, for a few days later appeared the following:

We must call on you again for a Black
Dog between the greyhound and a spaniel,
no white about him only a streak on his
breast, and tayl a little bobbed. It is His
Majesties own dog, and doubtless was
stolen. Whoever finds him may acquaint
any at Whitehall for the dog was better
known at Court than those who stole him.
Will they never leave robbing His Maj-
esty? Must he not keep a dog?

It is believed that these advertisements were written by Charles himself. In a few instances the King wrote advertisements that poked a sly sort of fun at persons in the court, as when he offered a reward for the personal effects of a courtier, stolen during the landing at Dover, and enumerated his various belongings in a humorous manner.

King Charles was also something of a quack advertiser, or at least competed with the "cures." In May, 1664, he gives notice through an advertisement that he will discontinue the custom of touching his subjects for the king's evil during the summer. It was long believed that the king's evil, or scrofula, could be cured by laying on of the royal hands. (A quarter of a century after Charles II had passed from the scene Samuel Johnson, then a baby in arms, was taken up to court for this purpose.) Whether King Charles effected cures or not, his treatment must have been eminently satisfactory to all patients, for

Mercurius Britannicus.

Communicating the affaires of great

BRITAIN:

For the better Information of the People.

 From *Monday* the 28. of *July*, to *Monday* the 4. of *August*, 1645.

WHere is King *Charles*? What's become of him? The Rumours strange variety of opinions leaves nothing certain: for concerning the King, some say, when he saw the Storm comming after him as far as *Bridgewater*, he ran away to his dearly beloved in *Ireland*; yes, they say he ran away out of his own *Kingdome* very *Majestically*: Others will have him erecting a new *Monarchy* in the *Isle of Anglesey*: A third sort there are which say he hath hid himselfe. I will not now determine the matter, because there is such a deale of uncertainty; and therefore (for the satisfaction of my Countrymen) it were best to send *Hue and Cry* after him.

If any man can bring any tale or tiding of a wilfull King, which Hue and hath gone astray these foure yeares from his Parliament, with a Cry after guilty Conscience, bloody Hands, a Heart full of broken Vowes and him. Protestations: If these marks be not sufficient, there is another in the * mouth; for bid him speak; and you will soon know him: Then * Bos in give notice to Britannicus, and you shall be well paid for your paines: lingua. So God save the Parliament.

But now I think on't (Reader) I know not who to say to A Prince him; for I have been telling him his owne this good while, irrecover and yet no amendment at all: Nay, the dying groines and ably lost.

Aaaaa

pangs

LOST: A KING OF ENGLAND

Front page of *Mercurius Britannicus* for August 4, 1645, six weeks after the defeat of the royal army by Oliver Cromwell at Naseby. A sample of the typographic appearance and page size of the first newsbooks. They measured about 5 x 7 inches, paper size. (Reproduced from original in Library of Congress.)

THE HISTORY AND DEVELOPMENT OF ADVERTISING

instead of charging a fee he placed in the hand of each patient a gold coin. This part of the treatment, however, was not dwelt upon in his advertisement.

Upon the restoration of the monarchy in 1660 and the accession of Charles II the newsbooks were forbidden for a time, and in their

sort of the
ante. Our
nt in that
Jeighbour,
with Nails;
expostulate
drawn un-
ing to have
i his Son,
med him;
ry into a

lifting of Drapery. Yesterday morning passed by us a Fleet
of ships to the Westwards, and many Guns were fired
amongst them, but as yet we hear not from whence they
were.

Advertisement.

WE are ordered to give notice, that by reason of the
approaching heat of Summer, His Majesty in-
tends to continue touching for the Evil till Friday after
the First of May inclusively, and no longer.

Newcomb in the Savoy. 1668.

CHARLES II TOUCHES FOR THE KING'S EVIL

An advertisement by the king of England in the London Gazette for April 20-23, 1668. (Photographed from original in Library of Congress.)

meaning thereby "a paper of news," of course, and not intending any slur on advertising. Incidentally the phrase just quoted is the earliest known reference to a news periodical as a "paper." Before that it was a "letter" or "book." Later the Gazette printed advertisements on a separate sheet,

Advertising in England now received the distinction of being thought important enough for monopolistic control. In 1663 Roger L'Estrange was given a patent as "Surveyor of the Press," which included the exclusive privilege of "writing, printing and publishing advertisements." Sir Roger proceeded to license periodicals for the publication of advertising and also to compel theaters and other enterprises that posted handbills to pay him an annual fee. Ten pounds annually was the assessment of the Drury Lane Theatre. This arrangement with the government lasted for some ten years.

Under license from Roger L'Estrange there came, beginning in 1667, a series of papers by different publishers called the City Mercury, or Advertisements Concerning Trade. They were issued in connection with registry offices or "Intelligence Offices," a term

place was issued the single-sheet London Gazette, which is still being printed in 1928 as the official publication of the British government. This publication had but two pages and at first refused advertisements saying that such announcements had no place in "a paper of intelligence,"

(470)

By the last from *Edenburgh* of the 10. Instant, wee have a more punctual haecounte.

SIR,

Zeiglographia,
or anew art of
Short-writing
never before
published,
more easie,
exact, speedy,
and short,
then any here
tofore. Inven-
ted & compos-
ed by *Thomas*
Shelton, being
his last 30.
years study.
Allowed by
Authority, &
printed by
M Simmons in
Aldersgate
street, & there
to be sold
next door to
the golden
Lyon, 1650.

The *Major Generall* is just now returned from the West Country. There were of those 4. that fell upon him 5. Regiments, Col. Carr's Regiment, Cpt. *Straughan's* *Flaskers*, the Earl of *Cassler*, and the Lord *Kilconbricht's* Regiment of *Dragoons*; they were in all about 2200. they are all scattered to the 4. Rivers about 1500. Prisoners. The *Major Generall* pursued them as far as *Ayre*, and there a party of ours broke a party of about 160. of them, and took about 20. of them Prisoners. Colonell Carr is much wounded on his right hand, and it's thought he will lose at least the use of it; he is prisoner at *Hamilton*, where we have a strong Quarter both of Horse and Foot: The rest of the Prisoners are at *Hamilton* also; and we have two Ministers Prisoners, whereof one is Sir *Robert Adayre* his Brother, they call him Mr. *William Adayre*. *Straughan* and Captain *Giffith* came in to the *Major Generall* at *Ayre*, and are come along with him to this Towne. They profess great affection to them at *St. Johnstons*, and that they will not act against us; this is what I heare of them, I have not yet spoken with them: Carr is very much distressed, Sir *John Chiesly*, Sir *James Steward*, and some others of them, came from *St. Johnstons* a little before this business, to inform us how their Remonstrance was cast off by *Kirke* and *Sate*; and what all, how they branded them with the name of *Sectaries*, and would not be perswaded that they would act any thing against us, and upon this score did presse them to that they now attempted. Mr. *Sam. Rutherford* also wrote a Letter to them, pressing them to attempt upon us, and promising them certain successe. This blow strikes deeper upon any that look to Religion then that at *Dunbar*. I shall shortly give you my thoughts how it will work. As for those at *St. Johnstons* both *Kirk* and *Sate* are throwing manicles and vizards. The Earl of *Lauderdale*, *Dunferling*, *Crawford*, *Cranstoun*, *Tilkebaire*, and divers others are received, and it's now already come to that at *St. Johnstons*, that it's enough to make any man be accounted a *Sectary*, but to make any man a *Malignant*.

Edenburgh; Decemb:

10. 1650.

The Art of making *Devises*, *Emblemes*, and *Reverses* for *Medals*, is to be sold by *John Holden*, at the *Anchor* in the *New Exchange*.

London Printed by *Matthew Simmons*. 1650.

TYPOGRAPHY AND POSITION IN 1650

Showing several of the earliest advertisements in English newsbooks—a shorthand manual on the margin and a book of instruction in art crafts at bottom of back page of *Mercurius Politicus* for December 12-19, 1650. (From original in Library of Congress.)

bid all persons to ride with any Coaches or Waggons, but from their own doors right out to the places to which they are to go, and so to return home again without turning or winding through the narrow streets and passages, as much as is possible, upon pain (if they do the contrary) to pay 5l. which shall bee bestowed by the Scout and his substitutes; And in case that any Coaches or Waggons bee found faulty herein, the Scout or his Substitutes shall have power to seize the Horses for payment of the said Fine.

Given at Amsterdam 29 January 1655.

CORNELIUS BACKER Secretary.

A Quaker woman hath been these three days at Whitehall-Gate, pretending to have a message from God to the Lord Protector, a Citizens wife of *London*, whose Husband (they say) is of the same judgement. They have many meetings, but it is like a course will shortly be taken with them.

Lawlesse Tythe-Robbers discovered, who make Tythe Revennue a mock maintenance, a Treatise setting forth the waies and means that are used to defraud Ministers of their Rights and due Maintenance; the defects of the Laws in that case, together with some proposalls and motives to the higher Powers, for a speedy relief of those that so much suffer for want of better Laws in this case, by Richard Culmar Minister of Gods word; to be sold by Thomas Newberry at the three Lyons in Cornhill by the Exchange.

The Voyce of the Spirit shewing, what the witnessing work of the Spirit is, who are capable of attaining the witnessings of the Spirit; how a soul may know its enjoyment of them, by what means they may be attained: By Samuel Pette Preacher of the Gospell at Sandcroft in Suffolk.

Knowledge of the Times, or the Resolution of the Question, how long it shall be to the end of Wonders. By John Tillinghast, Minister of the Gospell, both sold by L. Chapman at the Crown in Popeshead Alley

There is lately come into *England*, a Stranger, from *France*, that perfectly cures the Gout, Sciatica, and the Kings Evill, with plaisters, without administering any thing inwardly, in the time of 10 or 12 days; and gives ease in two hours time. You may find him at Bozoms Inne in *St. Lawrence Lane*, at Mrs. *Hawksheads*, at the lower end of *Cheapside*. His name is *Peter Francesse*.

F I N I S.

A HEAVY RUN IN 1655

Four advertisements at bottom of back page of the newsbook *Severall Proceedings in Parliament* for February 1, 1655. Note the news item about the Quakers. (From original in Library of Congress.)

IN 1670'S: "CALL AND GET NAME OF ADVERTISER"

which we still have in 1928 in the field of domestic help. The procedure required of the reader is indicated in the following announcement in the City Mercury in 1675:

The office or place where any person may have his desires answered in anything hereby advertised is kept in St. Michael's Alley in Cornhill, London, right against Williams's coffee-house, where constant attendance every day in the week shall be given from nine in the morning till five in the evening, to receive the desires of all persons in matters of this nature, carefully to answer them in the same.

This was a revival of Henry Walker's idea of the 1640's. The fee for an insertion in a City Mercury was about two shillings. The paper was distributed gratis. One, published in 1673, declared that the publisher "gave away above a thousand of them to all the booksellers, shops and inns, and most of the principal coffee houses in London and Westminster," besides sending many to towns in the country.

CHAPTER VII

JOHN HOUGHTON, "FATHER OF PUBLICATION ADVERTISING"

One of the most interesting papers of the seventeenth century, and one which introduced a type of journalism that was destined to do much for advertising development, was Whitson's Merchants' Weekly Remembrancer of the Present Money Prices of Their Goods Ashoar in London, which came in 1681 and was published for twenty years. It was the seventeenth-century equivalent of our modern New York Journal of Commerce. Whitson, a merchant's broker, was, according to his own advertisements,

One of the first that made pepper white
and merchantable out of black in England,
by taking the small and light out and then
steeping the heavy, which takes off the
husk and dirt and makes it clean, which
is far wholesomer and by art whitens it.

Whitson's Price Current gave "the supposed standing, ebbing and flowing of the market, when and where to buy at current prices, &c." It appeared weekly on Mondays and lasted twenty years.

But the seventeenth-century man who really saw the possibilities of advertising and did more than any of his contemporaries to extend its uses and to increase its effectiveness was John Houghton, an apothecary who also sold coffee, tea, chocolate and some other commodities, a publicist and book reviewer, and a fellow of the Royal Society.

Houghton, in 1692, started the Collection for Improvement of Husbandry and Trade, a price current similar to Whitson's.

At first the advertisements in Houghton's price bulletin had to do only with books. But he had general advertising in mind from the beginning. With items like the following he suggested advertising to one profession or trade after another:

HOUGHTON, 1692, STARTS REAL DEVELOPMENT

Whether advertisements of schools or houses and lodgings about London may be useful, I submit to those concerned.

The suggestion took. A week later this appeared:

At one Mr. Packer's, in Crooked Lane,
Next the Dolphin, are very good lodgings to be let, where there is freedom from noise and a pretty garden.

Soon he was getting enough school and lodging advertisements to make this announcement, designed to encourage others:

I now find advertisements of schools, houses and lodgings in and about London are thought useful.

An example of Houghton's method of developing trade advertising is found in this item:


For a friend I can sell very good flower of brimstone, etc., as cheap or cheaper than any in town does; and I'll sell any good commodity for any man of repute if desired.

In his survey of the markets he had noted the opportunity for flower of brimstone. He would sell it for someone by advertising it in his periodical.

One by one he took up prospective lines:

I believe some advertisements about bark and timber might be of use both to buyer and seller.

The approach used in 1692 may not appeal to all twentieth-century advertising solicitors:

 Whither 'tis worth while to give an account of ships sent in for lading or ships arrived, with the like for coaches and carriers; or to give notice of approaching fairs, and what commodities are chiefly sold there, I must submit to the judgment of those concerned.

THE HISTORY AND DEVELOPMENT OF ADVERTISING

The advertising in Houghton's paper at first was all of the registry office type, the advertiser remaining anonymous until application for his name was made to the editor, who wrote the advertisements in the first person and often added a word of commendation, sometimes outright and again in guarded language:

I have met with a curious gardener that will furnish anybody that sends to me for fruit trees, and floreal shrubs, and garden seeds. I have made him promise with all selemnity that whatever he sends shall be purely good, and I verily believe he may be depended on.

He was not ready to give an unqualified recommendation to the wig maker for whom he inserted the following, or possibly it is only the language of the period that gives it a note of reserve:

I know a peruke maker that pretends to make perukes extraordinary fashionable and will sell good pennyworths; I can direct to him.

Of the service offered in the following the editor and advertising director had no personal knowledge:

If anyone wants a wet nurse, I can help them, as I am informed, to a very good one.

A sample selected from the many domestic want ads that appeared in Houghton's publication sounds like the work of the inspired compositor, but is, of course, from the day when "curious" had the meaning of "fastidious":

I know of several curious women that would wait on ladies to be housekeepers.

Whether the change was brought about by the increasing burden placed upon him or by an idea that advertisers might get better re-

LONDON MERCHANTS ARE TAUGHT TO ADVERTISE

sults if names were given, is not known, but after a time the advertiser's name began to appear in trade announcements:

I have been to Mr. Firmin's work house in Little Britain, and seen a great many pieces of what seems to me excellent linen, made by the poor in and about London. He will sell it at reasonable rates, and I believe that whatever housekeepers go there to buy will not repent, and on Wednesdays and Saturdays in the forenoon he is always there himself.

Whatever we may think about Houghton's roundabout and qualifying phrases, the language he used gave the note of sincerity to his copy. That his methods brought him advertisers and brought returns to the advertisers is evidenced by the increase in advertisements from month to month. A year after he started his publication he had developed advertisers of scores of products.

Houghton's development of the advertising of foods, wearing apparel, articles of luxury and store goods in general makes him the outstanding advertising figure of the seventeenth century. That he was constantly studying his subject and developing ways to increase returns for his advertisers is indicated by the frequent changes he made in methods. Having experimented and learned that printing the advertiser's name was better than a blind advertisement, he established a department of one-line advertisements:

Last week was imported:
Bacon by Mr. Edwards
Cheese by Mr. Francis
Corral beads by Mr. Paggen
Crab's eyes by Mr. Harvey
Horse hair by Mr. Becens
Joynted babies by Mr. Harrison
Mapps by Mr. Thompson
Orange flower water by Mr. Bellamy
Prospective glasses by Mr. Mason
Saffron by Mr. Western
Sturgeon by Mr. Kett

If any desire it other things may be inserted.

THE HISTORY AND DEVELOPMENT OF ADVERTISING

The next improvement by Houghton following the use of names was the inclusion of addresses. This change was preceded by this quaint feel-out announcement:

If desired I'll set down the place of abode,
and I am sure 'twill be of good use; for I
am often asked it.

A short time afterward addresses were given in advertisements, and then he launched what amounted to a directory of London shops, supply houses, transport men and professional men, which he appears to have printed and circulated free as a matter of news. In the list were ninety-three physicians. On a date in June, 1694, he tells his plan for publication of these lists:

I shall also go the round, (I). of Counselors and Attorneys; (II). of Surgeons and Gardiners; (III). of Lawyers and Attorneys; (IV). Schools and Woodmongers; (V). Brokers, coaches and Carriers, and such like, and then round again, beginning with Physitians.

He began to study means for obtaining extra attention for a particular advertisement. His advertisements had been, as were all other advertisements of the period, set like the modern solid, unadorned want advertisement. He did not know the attention value of white space, but he did devise, or at least use, other little attention getters. These appeared especially in his own announcements and included two-line initial letters, all-capped first word, the pointing finger, the long dash paragraph mark, the triple asterisk paragraph mark. These had all been used by book printers and occasionally in the newsbooks, but Houghton employed them with more purpose.

To Houghton should be given the title "The First Schoolmaster in the Art of Advertising," for it was the example set by his active mind and systematic, tireless effort that brought advertising out of the early books-and-nostrums stage and gave it a start as a sales help in a wider field. He was the pioneer developer who showed tradesmen and publishers what could be done by advertising. His enterprising methods, emulated and developed by others, resulted in a wide extension of trade uses of publicity.

A COLLECTION FOR IMPROVEMENT OF Husbandry and Trade.

Wednesday, April 27. 1692.

The Saturday-Paper extracted from the Custom-House Bills, which are sent to any Bodies House for 40s. the Year, and have the Merchants Name and Quantity of Goods, and they are such as are Imported, Exported, or Exported by Certificate. Smaller Bills at lower Rates. The Use of the Bills. A fourth Part of my Bills will be published weekly. The Price of Corn, &c. in many Counties of the Kingdom. Price of Actions in Companies. Price of Fleth. A List of London Ships in and out. An Abstract of the Bills of Mortality, &c.

ON last Saturday I promised to give the Uses the Account on the backside of the Saturday Paper may be applied to; And first I must tell you, it is extracted from the Custom-House Bills of Entry, which are Copies taken from the Custom-House Books, of the Goods that are daily paid Custom for, whether they come in or go out. These Copies are daily printed and sent about the City, to any Merchant, or other, that will pay for them Forty Skillings the Year, which (abating Holy-days, in which no Goods are entered) is much about Two Pence each Bill. In them (beside the Quantity of Goods) is the Name of the Merchant, and of the Place from whence the Goods come, or are to go.

These Bills are divided into three Parts, the first is (Imported) of such Goods as for the generality are the Product or Manufacture of Foreign Countries brought hither. The second is (Exported) of such Goods as for the generality are the Product or Manufacture of our Country carried out. The third is (Exported by Certificate) of such Goods as has been brought in, the Custom has been paid for, and within a certain time are shipped out again, for which there is a Certificate given by proper Officers, and a great part of the Custom paid, is received back again.

Beside these, there is an Account of all the Ships that come in and go out daily, with the Name of the Master, and the Place from whence they come, and whither they are to go. Also sometimes there are Advertisements of the Names of Ships that lie waiting to take in Goods.

Whether the Merchants, for their private Gain, enter to one place, when they mean another, or, by favour, the mention of some Goods be left out, the Merchant must answer. But I presume, such doings, if any, are very trivial to the bulk of things; However the Bills must be my Rule.

Notwithstanding these general Bills, there are lesser ones printed, mentioning only the Goods relating to some particular Trades, which are carried where desired at a small Charge.

The Uses of these Bills are very great, they tell every one the proper Market where to carry such Goods they abound with, or where to fetch the Goods they want. They tell the Shop-keeper the

Name of the Merchant, where to buy, and help the Merchant to variety of Customers, which otherwise could not be had, but by the help of Brokers at very great Charge: Nay, 'tis impossible that Brokers can find out all that would buy, or that all such could find out Brokers to shew them choice enough of what they wanted. Some are against these Bills; but by the same reason a Shop-keeper should keep his Shop shut, his Goods covered, be against having Lists or Catalogues, or scorn to tell his Customers what he has, unless it be asked for.

Nay farther, the Charge with these Brokers and the high price must be given, when one knows not where else to buy; will make things too dear here, that any other Nation doing the contrary, will quite out-sell us. And the Merchants, tho they may have higher Prizes, shall have fewer Returns, and for the generality get less Money; for 'tis the light Gain and quick Returns that makes the heavy Purse. Surely, the more Trade is known, the larger it will be, and a great Trade is better for a Nation than a small one; if so, 'tis pity the whole Nation is not better acquainted with these Bills; however I'll strive to make it so.

And that these may be more bought and seen, that Trade may be better understood, and the whole Kingdom made as one trading City, is the Design of these my Papers, wherein is collected into general Sums, the Quantities of each particular sort of Goods Imported and Exported for Eight and Twenty days: A fourth part of which will be published weekly, and so successively each Month, and the Uses of them, I think, will be as follows on Saturday next.

These Papers are 2d. each here, and any body in England may have them by the Post. But where that is thought too much, it may be asked by ten or twelve obliging themselves constantly to take them from a Bookeller, Coffee Man, or some other, who may afford to pay a Carrier, and sell them there for 2d. or at most 3d. or Carriers themselves may gain well, if they'll serve the Country Gentlemen.

S. Barlowe-Less behind the Royal-Exchange, Lond.

John Houghton, F.R.S.

IN 1692

"FOR 'TIS THE LIGHT GAIN AND QUICK RETURNS THAT
MAKES THE HEAVY PURSE"

John Houghton, "Father of Publication Advertising," tells seventeenth-century English merchants why they should "make their trade known."
(Reproduction is from original in Yale University library.)

CHAPTER VIII

ENGLISH COPY AND DISPLAY IN EIGHTEENTH CENTURY

Newspapers of the period of 1700 had no great expenses, and with the growth in advertising some of them gave their proprietors what was, in those days, a good income. The customary charge in London was a shilling for an advertisement, regardless of the number of lines, but custom had also made the advertisement's length eight to ten lines, and this size was seldom departed from. The first paper to establish a line rate was the London Country Gentleman's Courant, which made a rate of twopence a line.

Issuance twice and thrice a week was now not uncommon, and on December 1, 1702, came the first English daily newspaper—the London Daily Courant.

To a dispute between the coffee houses and the newspapers we are indebted for an estimate of the revenue of the leading newspapers of the day. The coffee houses, which rivaled the newspapers as news disseminators, were frank critics of the character and freshness of the news that appeared in the papers. One of the coffee-house proprietors who supplied current news to patrons by reading the newspapers to them issued a pamphlet complaining against false or inaccurate items and also against the number of advertisements:

. . . Another complaint the coffee-men have against the managers of the present newspapers is that they are made tools and properties of in the business of advertising. They stipulate for news, not advertisements. Yet the papers are ordinarily half-full of them. The DAILY POST, for example, is often equipped with thirty, which yield three pounds fifteen shillings that day to the proprietors for the least. And sometimes that paper has more. Well may they divide TWELVE HUNDRED POUNDS A YEAR AND UP-

DANIEL DEFOE AS AN ADVERTISING MAN

WARDS! They are paid on both hands—paid by the advertisers for taking in Advertisements and paid by the coffee-men for delivering them out; which (to make use of a homely comparison) is to have a good dinner every day and be paid for eating it. Here's luck, my lads. Never was there so fortunate a business.

It is possible that the coffee-house man was not always sure whether he was reading a news item or an advertisement until he had gone clear through the paragraph and that he sometimes inadvertently read advertisements to his patrons.

The effect of the substitution of the line rate for the flat rate per advertisement was an increase in the size of advertisements. Advertisers appear not to have thought of a variation from the eight-to-ten-line size until the line rate suggested it.

Among the periodicals of the first two decades of the eighteenth century were Steele and Addison's *Tatler* and, following the *Tatler*, the *Spectator*. In this period also lived Defoe's *Review*, from 1706 to 1712.

Daniel Defoe was one of the cleverest and most persistent advertisers of his day—from 1685 until 1728, when he published the last of a long list of books. Known now chiefly by his "*Robinson Crusoe*," it has been generally forgotten that Daniel Defoe was an active pamphleteer, writing upon topics that were uppermost in the popular mind and taking advantage of each whim or craze to sell his work.

Defoe would have been known as a "hustler" in our day. At various times he was a manufacturer of stockings, tiles, and bricks, a politician, an editor, a poet, an agent of the British court. In 1702, he published a pamphlet called "*The Shortest Way with the Dissenters*," which angered Queen Anne. He was sentenced to stand three times in the pillory, to pay a fine, and to be imprisoned at the Queen's pleasure. The pillory punishment appealed to him as a good advertisement, so he wrote a "*Hymn to the Pillory*," which was sold to the crowds who came to see him in the stocks. With Defoe the topic of the moment was seized for its advertising value and treated in a pamphlet or book, and when one book failed to sell he wrote a second calling attention to the first.

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Addison was a student of advertising. Unlike the raging coffee-house proprietor he found advertisements interesting. He analyzed them and discussed them as an art, though with a strong touch of ridicule. In the *Tatler* for September 14, 1710, he left us a record that Houghton's work had told and evidence that advertising was becoming recognized as something that required skill. Addison's comment on display tells us to what extent that had developed:

The great Art in writing Advertifements, is the finding out a proper Method to catch the Reader's Eye; without which, a good Thing may pafs over unobferved, or be loft among Commiffions of Bankrupt. Afterisks and Hands were formerly of great Ufe for this Purpofe. Of late Years, the *N. B.* has been much in Fafhion; as alfo little Cuts and Figures, the Invention of which we muft afcribe to the Author of Spring Truffes. I muft not here omit the blind *Italian* Character, which being fcarce legible, always fixes and detains the Eye, and gives the curious Reader fomething like the Satisfaction of prying into a Secret.

That would have constituted the chapter on display if "Advertising, Its Principles and Practices" had been written two hundred years ago. Advertising's effect toward making an article universally esteemed is pointed out by Addison in a paragraph in which he also gives certain professional men a dig:

But the great Skill in an Advertizer is chiefly feen in the Style which he makes Ufe of. He is to mention *the univerfal Esteem, or general Reputation*, of Things that were never heard of. If he is a Phyfician or Aftrologer, he muft change his Logicks [lodgings] frequently; and (though he never faw any Body in them befides his own Family) give publick Notice of it, *For the Information of the Nobility and Gentry.*

The society column device of the twentieth century obviously is not a modern invention.

Here Addison touches on the leveling influence of advertising:

. . . A Man that is by no Means big enough for the *Gazette*, may eafily creep into the Adver-

These are to give notice, that a Paper Mill and 33 Acres of Freehold Land, and a Corn Mill and 17 Acres of Copyhold Land, in the Parish of Brompton in the County of St. M. 11, also a Messuage, Mill-house, Barn and 66 Acres of Freehold Land in the Parish of Melling in the said County, also a Messuage, Mill-house and about 36 Acres of Land Freehold and Copyhold thereunto belonging, in the Parish of Loughton in the same County, also a large House divided into 2 dwellings, in the Parish of St. Michaels in Lewes in the said County, are to be sold by virtue of Commission of Bankrupt, Enquire of Mr Sam. Lock at the White Hart on Fishers Hill, in London, or of Mr John Newton in Lewes aforesaid and you may be further Informed.

Lost the 2d instant on the Road, between Barretend London, or dropt in London, a Gold Minute Pendulum Watch with seconds, the outside Case plain, made by Mr Tompion, No 425 with a Gold Chain and 2 red Cornelian Seals set in Gold, one with Flora's Head, the other with a Coat of Arms, & 2 Lyon Rampants. If offer'd to be sold, pawn'd or valued, pray stop the same and give notice thereof to Mr Ch. Shilks, Goldsmith in Lombardstreet, or at her Majesty's Jewel Office at White-hall, and you shall have 5 l. Reward, or if bought your Money again and 2 Guineas beside.

Stolen Decemb. 5. from the Free-School in St. Andrews: viz. 1. in Surrey, 1 Quart Silver Tankard with a Coat of Arms engraven thereon, viz. 3 Cocks Heads and Tower Wall, with the Crest and Truncheon for the Crest, a Pint Mug with a Crest, a small Batte. 2. a Swan in the bottom, 24 Spoons with different Names in Letters, but particularly 4 thus marked, Ex don J. Harris Lock, Samuel's Lock, Carol's Lock, J. Blankley. Whoever shall stop the same, so that the right Owner may have it, shall have 5 l. Reward for the whole, or proportionable for any part.

November 9, 1706.

These are to certify, That I Eliz. Jones, now Servant to Mr Bright Goldsmith, at the Sign of the Snail in Towerstreet in Barkin Parish, did on the 3d day of Novemb. 1706. become a Patient to Mr John Moor Apothecary, at the Pistle and Mortar in Achurch Lane, London, for a Rheumatick Indisposition, which Afflicted me to that degree that I could not turn my self in bed, nor remove Hand or Foot without help; but by the use of the gentle and easy Medicines which the said Mr Moor did prescribe to me, I was effectually Reliev'd and perfectly Recover'd in 6 days time. This I publish to the World because it may be of use to some under the same Affliction.

Stoughson's great Cordial Elixir (so often mention'd in the Gazette) making the best Purge in Beer or Ale, Port Royal in sack and the bitter Draught in Water, Tea or White Wine instant, prepar'd only by him, Apothecary at the Unicorn in Southwark, for such 16 years, being now famous throughout the 3 Kingdoms and beyond Sea, for the Stomach and Blood, rectifying the former from all its indispersions, and cleansing the latter from its Impurities, as Scurveys, &c. &c. to be had at his own House and several Book-sellers and Coffee-houses in and about London, and some such Place in most Cities and great Towns in England, by Mr Blackwood in Edinburgh, Mr Ray in Dublin, Belfast and Galway in Ireland, as 1 s. 6 d. Bottle, wholesale cheaper. Where his name yet placed any person who first sends may have it to sell again, with good allowance, many now selling 4 s. 6 d. to 5 s. a dozen. This Elixir Medicine which saved the Lives of so many as I shall make a white poe, taken with 500 bulked Peppars, attended with Vomiting, Looseness, Ravings, &c. as appears by a Certificate then published, and to be seen at the Author's House, who also the Captain much recommends it to be taken to Sea by all that go.

A Peculiar and very extraordinary Remedy for Vapours and Melancholy, being a pleasant Elixir, to be taken in Drops, 3 or 3 Doses of which momentarily appease the most dreadful and worst of symptoms possible, even when advanc'd to that degree, as to render the Patients craz'd and almost out of their Senses and if continued, never fails eradicating the cause of these Disorders, tho' of over so many years standing, let men therefore despite this Medicine, nor despair of cure, till they have tryed it; its safe and innocent, has given such relief as is scarcely to be imagined, and cured many when given over by several eminent Doctors. To be had only at Mr Spooners, at the Golden Half Moon in Buckle-street on Golden-sme Fields near White Chappel, price 3 s. 6 d. the Bottle with directions.

There is newly brought over a parcel of fine Song Canary Birds, Mottrie, White, Ash colour and Grey; also White, Morde and Common colour Pheasants and China Geese, Mulcovy Ducks, large Hamborough Hens, and Shampet Cocks and Hens of all colours, a He Antelope from the East Indies, a Searle Mockow from the West Indies and 600 Talkow Parrots. These Rarities are the finest that ever were sold, and several other Rarities, are to be sold by Michael Bland, at the George at Lower Dock, near Great Tower-hill; at reasonable Rates, and if any person has any Rarities to sell they may have ready Money for them there.

A Vault under a Milliners Shop over against Cross-lane on Pigg-hill by Billingsgate, is very fine right, square and Rarities to be sold; where all Masters of Ships, Victuallers, Coffee-houses, &c. may be served at 5 s. a Gallon. Attendance will be given from 8 to 12 o'clock. Pray have not the less esteem of it because its cheap, but come and taste it.

At the Red Lyon over against the new Play Houe in the Hay Market, Druggist, is Linseed Oyl colour drawn every day to be sold; and for the convenience of them that live at the other end of the Town, the same Linseed Oyl is sold at the Hatch of Venison in Lombard-street, Cook, and no where else.

ADVERTISEMENT:

This day is published,

** A Sermon preached to the Society of young Gentlemen, &c. belonging to the Evening Lecture in the Old Jewry, November 5 1706 Being the Anniversary day of Thanksgiving, for the Deliverance from the Gunpowder Plot, and for the late glorious Revolution. By S. Rosewell. Published at the request of the said Society. Printed for John Lawrence at the Angel in the Poultrey.

This day is published,

Philosophical Transactions, giving some Account of the present Undertakings, Studies and Labours of the Ingenious in many considerable parts of the World, having been continued by Dr Hans Sloane, S. R. S. No. 307. for the Months of July, August and Septemb. 1706, printed for S. Smith and B. Walford at the Prince's Arms in St Pauls Church-yard.

Just publish'd and correctly printed for the use of Schools.

** A Select Century of Corderius's Colloquies, with English Notes. Sold by R. Fary upon London-bridge, pt. 12 d. with Encouragement in proportion to the number bought, both of this and the other Books sold by the same Person.

** The Comical Works of Don Francisco d Quivado, Author of the Visions, containing. 1. The Night Adventurer or Day Hater. 2. The Life of Paul the Spanish Sharp-shooter. 3. The Retentive Knight and his Epistles. 4. The Dog and the Fever. 5. A Proclamation of Old Father Time. 6. A Treatise of all things whatsoever. 7. Fortune in her Wits, or the Routs of all Men. Translated from the Spanish. Sold by J. Morphew near Stationers Hall, price 6 s.

Proverb Cards curiously engraven on Copper Plates, each Card representing its Proverb to the Life, not only to be admired for the fineness of the engraving, but also for the most diverting fancy of each Proverb. Sold by Wm Water's Stationer, at the Talbot under the Water Tavern near St Dunstons Church in Fleetstreet, and by most Book-sellers, price 1 s. 6 d.

Printed by Fr. Leach in Elliots Court in the Little Old Bailey, for the Author.

ENGLISH ADVERTISING AROUND YEAR 1700

Lower two thirds of back page of London Post-Man for December 12-14, 1706. (From original in Library of Congress, enlarged one quarter.)

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tifements, by which Means we often see an Apothecary in the same Paper of News with a Plenipotentiary, or a Running Footman with an Ambassador. An Advertisment from *Piccadilly* goes down to Posterity with an Article from *Madrid*; and *John Barellert* of *Goodman's-Fields* [a trussmaker] is celebrated in the same Paper with the Emperor of *Germany*. Thus the Fable tells us, That the Wren mounted as high as the Eagle, by getting upon his Back.

The publicity value of a dispute had been discovered, and controversial copy was popular with advertisers. According to Addison half the advertising of the period was of a controversial character:

A Second Use which this Sort of Writings have been turned to of late Years, has been the Management of Controversy, infomuch that above half the Advertisements one meets with now-a-Days are purely Polemical. The Inventors of *Strops for Razors* have written against one another this Way for several Years, and that with great Bitterness; as the whole Argument *pro* and *con* in the Case of the *Morning-Gowns* is still carried on after the same Manner. I need not mention the several Proprietors of Dr. *Anderson's* Pills; nor take Notice of the many Satyrical Works of this Nature so frequently published by Dr. *Clark*, who has had the Confidence to advertize upon that learned Knight, my very worthy Friend, Sir *William Read*: [both oculists of the time] But I shall not interpose in their Quarrel; Sir *William* can give him his own in Advertisements, that, in the Judgment of the Impartial, are as well penned as the Doctor's.

An advertisement from the London Daily Courant for January 11, 1705, gives us an example of the controversial style on which Addison comments:

The *Right Venetian Strops*, being the only fam'd ones made, as appears by the many thousands that have been sold, notwithstanding the many false shams and ridiculous pretences, as "original," etc., that are almost every day published to promote the sale of counterfeits, and to lessen the great and truly wonderful fame of the *Venetian Strops*, which are most certainly the best in the world, for they will give

1711: ADDISON SELECTS "PRIZE ADVERTISEMENT"

razors, pen-knives, lancets, etc., such an exquisite fine, smooth, sharp, exact and durable edge, that the like was never known, which has been experienced by thousands of gentlemen in England, Scotland and Ireland. Are sold only at Mr. Allcraft's, a toy shop at the Blue Coat Boy, against the Royal Exchange, &c., &c.

Addison quotes what he considers one of the prize advertisements then running in the papers, which he describes as "written altogether in the Ciceronian manner." It was sent to him with five shillings to be inserted as an advertisement, "but," he says, "as it is a pattern of good writing in this way, I shall give it a place in the body of the paper":

THE higheft compounded Spirit of Lavender, the moft glorious (if the Expreffion may be ufed) enlivening Scent and Flavour that can poffibly be; which fo raptures the Spirits, delights the Guft, and gives fuch Airs to the Countenance, as are not to be imagined but by thofe that have tried it. The meaneft Sort of the Thing is admired by moft Gentlemen and Ladies; but this far more, as by far it exceeds it, to the gaining among all a more than common Esteem. It is fold (in neat Flint Bottles fit for the Pocket) only at the Golden Key in Warton's-Court Holborn Bars, for 3 s. 6 d. with Directions.

But while he got copy for satirical essays out of the advertising of the period, Addison did not fail to recognize the service this new agent was rendering the public:

The Third and laft Ufe of thefe Writings [advertisements] is, to inform the World where they may be furnifhed with almoft every Thing that is neceffary for Life. If a Man has Pains in his Head, Cholicks in his Bowels, or Spots in his Clothes, he may here meet with proper Cures and Remedies. If a Man would recover a Wife or a Horfe that is ftolen or ftrayed; if he wants new Sermons, Electuaries, Affes Milk, or any Thing elfe, either for his Body or his Mind, this is the Place to look for them in.

"If he wants anything either for his body or mind, this is the place to look." Thus advertising had, by 1711, reached a point which Addison thought made it a universal need.

Advertisements were still of the reader type and usually were placed at the bottom of news columns. Thirty or forty such advertisements in a single issue, covering a variety of articles, seemed to Addison to


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include about "every necessary for life." And perhaps they did, for there were relatively few products in those days, and therefore few necessities.

While English advertising increased much in volume between the opening and close of the eighteenth century it progressed little in the matter of display. For a time at the middle of the century woodcuts of trade-marks of heraldic design were seen occasionally, usually in a patent-medicine advertisement. The outstanding addition to English technique in the first fifty years of the eighteenth century was the headline. This method of attracting attention and arousing interest we note in the late 1740's. By 1760 headlines were quite common. The following from the London Chronicle of April 19, 1760, is selected because it includes practically all the attention-getting devices and emphasis-givers then in use—headline, italic letters, the two-line initial, the pointing hand, the N. B. and the triple asterisk:

Gloves for Ladies

THE true prepared French Chicken and dogskin Gloves, for clearing and whitening the hands and arms, perfumed and plain. As some ladies have but small confidence in these Gloves, till they have been prevailed upon to wear one Glove for eight or ten Nights, when they have evidently seen to their agreeable satisfaction that hand and arm brought to such a superior degree of whiteness over the other, as though they did not belong to the same Person. The above Gloves are prepared and sold only by Warren & Co., Perfumers, at the Golden Fleece, in Marybone Street, Golden Square, at 5s a pair, who import make and sell, all sorts of Perfumery Goods, in the utmost perfection. The Violet-Cream Pomatum, and celebrated quintessence of Lavender, by no other person.

 Ladies sending their servants are humbly desired to send a Glove of the size. N. B.—Just landed a fine parcel of the famous *India Pearl*.

***The Queen's Royal Marble, at 20s, and Chinese Imperial Wash ball, at 5s, that are so well known to the nobility, &c. Ladies' Masks and Tippets.

THURSDAY, JULY 22, 1731.

A 2d Letter from a Gentleman at PARIS, to his Correspondent in London, about the KING OF FRANCE's Children wearing Dr. Chamberlen's famous ANODYNE NECKLACE.



SIR, in answer to yours, desiring to know how the *Anodyne Necklace* came to be introduc'd to the KING of FRANCE's Children, I know no other way, except one Mother, or Nurse, who had found it did good to their Child, telling it to another.

But be that as it will, every one of the KING's CHILDREN now wears one of those Necklaces, and have all of them Cut their Teeth Safely with it.

And a certain Lady in my Neighbourhood told me, that it was she her self that put the famous *Anodyne Necklace* about the Neck of the DAUPHIN. And several Persons here have told me by Word of Mouth, that it had sensibly and visibly done Good to their own Children who had wore it.

And as nothing must be used Medicinally to, or Approach near to the KING's CHILDREN, which the Court Physicians do not First approve of, so the Royal Children wearing Each of them One of these Necklaces, and Cutting their Teeth so wonderfully Well, as they have all done with it, is the greatest Honour and Credit to it that can be, and greatly adds every Day more and more to their Repute, and almost now universal Esteem in France, &c.

These Rare Necklaces are to be had (Price 5 s. Each, with Directions) Up One Pair of Stairs, at the Sign of this famous *Anodyne Necklace*, over against Devereux-Court without Temple-Bar.

And by the Author's SERVANT, R. Bradshaw, at his House, the Golden Key in Bambridge-street, near Russel-street-End, St. Giles's in the Fields.

At which Places is just publish'd and Given Gratis,

A New Treatise of Persons on a JOURNEY Curing themselves of the Secret Disease, or a GLEET,

FOREIGN LETTERS

Directed for Persons Unknown.

Bleock, John, Monf.
Bloudeau, Monf. at Mr. Clap;
Catling, Richard.
Clayton, John.
Dalbie, Chevalier.
Gibien, Thomas.
Joyce, Henry.
Irich, Chevalier:
Du Perre, Capt.
Richu, Monsieur.
De Vicrey, Monf.

These are to give Notice to all Gentlemen, Ladies and others,

THAT there is lately arriv'd a very curious Collection of Strange Creatures from most Parts of the World, particularly a most surprizing four-legg'd Creature of a very large size, two very large Rattle-snakes with their young ones, likewise a flying Lizzard and a Basilisk snake; two Crocodiles, Male and Female; several Scorpions of a larger size than ever were seen; two Camelions, &c. with divers sorts of Birds, and many other Creatures too tedious here to mention, Price 1 s.

And for the better Satisfaction, there is jointly to be seen every Afternoon, from the Hours of three, five and seven, a most surprizing Moscowite-Girl about six Years old, who has had the Honour of performing before her Czarish Majesty and several other foreign Princes, with a general Applause.

Note, She performs upon the slack Rope, and dances with naked Swords, and shews such wonderful Postures, that she gives a general Satisfaction to all that ever see her. First Place 18 d. second Place 1 s.

N. B. The strange Creatures are to be seen alone

THE LEADING ADVERTISER IN EARLY EIGHTEENTH CENTURY

One of the famous anodyne necklace advertisements, referred to in the writings of English essayists of the period and later. It is one of the earliest, if not the earliest, uses of the trade-mark in publication advertising. The patent-medicine man led in trade-marks as in so many other details of advertising development. (Reproduction is from files of the London Daily Advertiser in Library of Congress.)

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Occasionally a desperate seeker for something new would dig around in the type font and make up a cluster of reference marks or other signs and start his advertisement with it. This, for instance: †*† or this combination: ! * !

Nearly fifty years after the publication of Addison's little essay on advertising we find Samuel Johnson discussing the subject in his *Idler*. He reviews the state of advertising as he found it in 1759. His opening statement is particularly interesting. From it we learn that the increase in number of advertisements in the newspapers had taken the edge off the novelty and drawing power of mere announcements and engendered selling copy of the extravagant promise type. Says Dr. Johnson:

Whatever is common is despised. Advertisements are now so numerous that they are very negligently perused, and it is therefore become necessary to gain attention by magnificence of promises, and by eloquence sometimes sublime and sometimes pathetic. Promise, large promise is the soul of an advertisement.

The beauty appeal and the mother-love appeal had begun their careers in the rough, and Dr. Johnson directs a shaft at them:

There are some, however, that know the prejudice of mankind in favour of modest sincerity. The vendor of the beautifying fluid sells a lotion that repels pimples, washes away freckles, smooths the skin, and plumps the flesh; and yet, with a generous abhorrence of ostentation, confesses that it will not restore the bloom of fifteen to a lady of fifty. The true pathos of advertisements must have sunk deep into the heart of every man that remembers the zeal shown by the seller of the anodyne necklace, for the ease and safety of poor tooting infants, and the affection with which he warned every mother, that she would never forgive herself if her infant should perish without a necklace.

Samuel Johnson had justification for criticism of some of the advertising of the year 1759. But it is doubtful if many of the people of those days were as shocked as he was at the exhibition of an American Indian in London and the advertising of this show in the newspapers. This is what Dr. Johnson thought of it:



Partridge and Iliff's

WAGGONS

SET out from the BELL Inn in *Friday-Street*,
LONDON, almost every Day, and Carry Goods and Passengers
to the Places under mentioned :

FALMOUTH, and all Parts of CORNWALL ;

PLYMOUTH,

EXON,

HONITON,

AXMINSTER,

} and all Parts of DEVON ;

CHARMOUTH,

BRIDPORT

BROADWINSOR,

BEAMINSTER,

DORCHESTER,

POOL,

WINBURN,

WAREHAM, and

BLANDFORD,

} and to all Places adjacent.



They call at the *White Bear* and *New White Horse Cellar* in
Piccadilly, going out and coming in.

FREIGHT TRANSPORTATION IN 1766

Handbill put out by a London wagon service. (From original in Banks Collection, British Museum.)

THE HISTORY AND DEVELOPMENT OF ADVERTISING

A famous Mohawk Indian warrior, who took Dieskaw, the French general, prisoner, dressed in the same manner with the native Indians when they go to war, with his face and body painted, with his scalping knife, tom-axe, and all other implements of war! A sight worthy the curiosity of every true Briton! This is a very powerful description: but a critic of great refinement would say that it conveys rather horror than terror. An Indian, dressed as he goes to war, may bring company together; but if he carries the scalping knife and tom-axe, there are many true Britons that will never be persuaded to see him but through a grate. It has been remarked by the severer judges, that the salutary sorrow of tragic scenes is too often effaced by the merriment of the epilogue; the same inconvenience arises from the improper disposition of advertisements. The noblest objects may be so associated as to be made ridiculous, . . . and I could not but feel some indignation when I found this illustrious Indian warrior immediately succeeded by a fresh parcel of Dublin butter.

The doctor also finds fault with the men in this new "trade" who appeal to cupidity:

The trade of advertising is now so near to perfection, that it is not easy to propose any improvement. But as every art ought to be exercised in true subordination to the public good, I cannot but propose it as a moral question to these masters of the public ear, Whether they do not sometimes play too wantonly with our passions? as when the register of lottery tickets invites us to his shop by an account of the prizes which he sold last year.

Controversial advertising gets attention from Dr. Johnson, who again deplores the lack of dignity in certain advertisements and fears that future generations will think ill of these productions and of the people of his time:

In an advertisement it is allowed to every man to speak well of himself, but I know not why he should assume the privilege of censuring his neighbour. He may proclaim his own virtue or skill, but ought not to exclude others from the same pretensions. Every man that advertises his own excellence should write with some consciousness of a character which dares to call the attention of the public. He should re-

“ADVERTISERS SHOULD HAVE REGARD FOR POSTERITY”

member that his name is to stand in the same paper with those of the King of Prussia and the Emperor of Germany, and endeavor to make himself worthy of such association. Some regard is likewise to be paid to posterity. There are men of diligence and curiosity who treasure up the papers of the day merely because others neglect them, and in time they will be scarce. When these collections shall be read in another century, how will numberless contradictions be reconciled; and how shall fame be possibly distributed among the tailors and bodice-makers of the present age?

It will be recalled that Addison also thought advertisers should have more regard for the dignified rulers and statesmen whose names appeared in the news columns close to the advertisements. But the criticisms by Addison and Johnson had little if any influence on advertising. The copy became worse from their standpoint, and newspapers continued to place advertisements in close proximity to doings of the politically great and dignified.

CHAPTER IX

BRITISH TAX THAT HELD BACK PROGRESS

Because advertising has been so much more fully developed in the United States than anywhere else we are apt to forget that America did not originate the idea.

Advertising did not spring up spontaneously from American soil any more than potatoes originated in Ireland, and though the Bur-banked and highly cultivated article which we have in 1928 and which we have made a staple of American business is more interesting than the English type of advertising, we are indebted to England, not only for the seed but for later ideas which we have adapted in the development of our so immensely successful commercial publicity.

The whole advertising history of England has therefore a keen interest for us, an interest which reaches far beyond the quaint or freak advertisements of the seventeenth and eighteenth centuries.

With illiteracy as common in England as elsewhere in the eighteenth century, the British government, instead of encouraging a spread of the press and the ability to read, put a tax on every copy of a newspaper. On top of this it taxed every advertisement three shillings and sixpence, regardless of size, further hindering the profitable publication of news journals.

The tax on newspapers came in 1712, during the reign of Queen Anne, and was levied for nearly one hundred and fifty years. It had its inception in a plan to control seditious libel. In the beginning the funds collected were used to maintain what amounted to a license bureau, as we now tax food retailers to provide for the expense of inspecting what they sell and their premises. In later years the tax was continued on the plea of needed revenue for general purposes.

An immediate effect in 1712-13 was the death of Addison's *Spectator* and Defoe's *Review*.

The tax on paper, at first a halfpenny, rose to fourpence (eight cents)

TAX OF TEN CENTS A LINE ON ADVERTISEMENTS

early in the nineteenth century. In 1837 it was reduced to a penny. The tax on an advertisement had got up to three shillings sixpence (84 cents) when it was abolished in 1853.

Small circulation and high-cost space—the combination was a heavy drag on development. But despite hindrances the English press even then did expand. In 1711 the yearly total of newspapers sold in the United Kingdom was about 2,500,000. To this figure Addison's *Spectator* contributed 10,000 an issue, or 520,000 for the year. Forty years later the annual total was 7,000,000, and in another forty years, or by 1790, had reached 15,000,000 for dailies and weeklies. Reduction of the tax in 1837 brought a spurt, and in 1840 75,000,000 copies of newspapers were sold.

Mechanical difficulties added to the publishers' worries. The press in use at the close of the eighteenth century made only 100 impressions an hour. But despite handicaps on publication new papers were constantly being born. A percentage made a profit and kept alive. The *London Times*, established in 1785, was a notable example. From the beginning it led all others in news enterprise and had more circulation than all the other dailies combined.

The circulation per issue during the stamp tax may be judged by some figures for the year 1829. In that year there were 254 newspapers, dailies and weeklies, in the United Kingdom. The circulation of the fifty-five published in London was 40,000 per issue, of which the *Times* had 10,000, leaving 30,000 to be divided among fifty-four papers. Less than two fifths of the papers in the United Kingdom could boast 1,000 circulation per issue. The tax on advertising amounted to about ten cents a line on the average-size advertisement of those days.

A concise presentation of the effects of the newspaper tax in Great Britain and Ireland is obtained by a comparison with the United States in 1850; five years before the tax was discontinued:

	<i>Population</i>	<i>Number of Papers</i>	<i>Annual Circulation</i>
United Kingdom	27,368,736	500	91,000,000
United States	23,191,876	2,302*	422,600,000*

**Estimated.*

The United States, with no tax on newspapers or advertising, and with only 23,000,000 inhabitants, of which 3,500,000 were slaves, as

THE HISTORY AND DEVELOPMENT OF ADVERTISING

against 27,000,000 population in the United Kingdom, had more than four times as many newspapers and four times the circulation, even after allowing for the unofficial character of the American circulation figures and extravagant claims. And distance to subscribers was shorter in Britain than in the wide area of the United States, giving the British publisher a marked advantage.

The annual subscription price of a London daily in 1853 ranged from \$30 to \$45, and of a weekly newspaper from \$9 to \$12, sums that were greater in proportion then than now. In the United States at that time a popular daily cost \$5 a year and a weekly \$2.

That it was the tax which prevented the British newspapers from reaching the people is shown by comparison of their small editions with the circulation of London periodicals which were not classed as newspapers and therefore not taxed. The Family Herald, which sold for a penny, had a circulation of 175,000 an issue; the London Journal,

THE NAKED TRUTH.

A few reasonable questions may not be inapplicable to the present age.

Q. What was the original meaning and intent of advertisements?

A. To publish the truth.

Q. Where is the truth, that valuable jewel, to be met with?

A. Not only the truth, but the naked truth, is at this time copiously dealt out by PACKWOOD all over the land in his magic or powerful Strop, by whose means ease is given to the cheek, comfort to the upper lip, and an uncommon agreeable-surprise to the bearded phiz. To convince those who are doubtful, PACKWOOD generously allows a week's trial, for this reason—before the Strop was proved, the world laughed at PACKWOOD, but afterwards astonishment took place of wonder, and PACKWOOD respectfully laughs in turn on the world; because he has the compliments and praises from his numerous friends and a generous public (which have been comforted); and another most powerful argument prevails, that is, he handles the chink,

ENGLISH RAZOR STROP ADVERTISING, IN 1795

One of a long and amusing series by the celebrated Packwood. This one appeared in the London Telegraph, May 12, 1795, and was reprinted in the Packwood booklet, from which it is here reproduced.

clubbing of expense. Public houses kept a paper, or several, for patrons. It was not uncommon for a chop house to have a placard near the entrance reading: "Two newspapers taken here." Another secondary circulation—a sop to education from the government to avoid abolition of the tax—was the free passage through the post office to any number of readdressings in the Kingdom for a year of a newspaper to which a penny stamp had been attached. Still another circulation was through

another penny publication, had 170,000; Chambers' Journal, selling for three halfpence, had 80,000.

All this, of course, had a deterrent effect on advertising as well as on popular education. It would have been even worse had there not been a large secondary circulation. The high cost of papers prompted borrowing of copies and

ENGLAND AT BEGINNING OF NINETEENTH CENTURY

reading rooms in which a member could have the paper assigned to him for a certain hour each day.

The importance of tavern and coffee-house circulation was demonstrated in the 1790's, when the thirty-year-old and prosperous London Daily Advertiser, then the favorite paper in the "pubs," went out of existence almost overnight, owing to a decision by the taverns to issue their own newspaper.

In 1800 London had eight daily papers. The page size was about that of the modern tabloid. There were only four pages, four wide columns to the page. With printing still being done on the wooden hand press it was necessary to keep down size, and that is one reason why English advertisements at the opening of the nineteenth century had much the same crowded appearance as in 1700. A century after Houghton worked up a paper full of advertisements of the want-ad type the London papers, including the Times, had got but little beyond the seventeenth-century style of typography.

About the year 1800, in the dailies, the setting of the first two or three words in 8-point caps came as an important improvement. Then a two-line initial letter for each advertisement. Presently, after they had noted how a centered price list of short lines stood out because of a little white paper on either side, English advertisers began to try for this display. Then, after 1814, when printing by steam made possible 1,100 impressions an hour from a press, and the papers increased slightly in page size, further slight concessions to advertisers were a centered caption in caps and a hairline rule between the advertisements. The first page was then, as it still was a century later in the more conservative of the London journals, a solid mass of small advertisements.

Advertisements in England in the year 1800 were mainly for lotteries, patent medicines, books and auctions, with relatively few for shops or household articles. Lotteries and medicines dominated, and it was these that used the persuasive copy of the period. The shopkeeper who inserted his six or eight lines, getting in somewhere among the gambling chances and youth restorers, made his announcement little more than a card that gave his name and nature of business, with

**PACKWOOD'S WHIM;
PACKWOODIANA;
OR, THE
GOLDFINCH'S NEST;**

OR,
The Way to Get Money and be Happy.
Giving a general Account of his Diverting Advertisements,
with other useful Observations.

R E A D E R,

When you have perused this Book and assert you were neither Excited
to Cry, Laugh, or Grin—you must not expect to be ranked among the
most Favourite Customers.

As there is Information how to lay out ONE HALFPENNY, and how
it will produce THIRTY-FIVE THOUSAND GUINEAS;—also,

A Method to Strop the Razor and Shave yourself;

AND FURTHER,

*To make this Publication worth your Money,
that there may be*

NO GRUMBLING,

An HALF CROWN is placed between the Leaves.

By **G E O R G E P A C K W O O D.**

Fungor Vice Cotis.

HORACE.

A NEW EDITION, WITH DOUBLE ADDITIONS.

Printed by John Abraham, Clement's-lane.

Sold by the Author, at No. 16, Gracechurch-street, London; *Mr. Raeburn*,
North-Bridge-street, Edinburgh; *Mr. Simmons*, Capel-street, Dublin; by
the News Carriers in Town and Country; and may be had of the dif-
ferent Tradesmen, see their Names at the latter end of this Book.

PRICE TWO GOOD TOWER SHILLINGS.

[*Entered at Stationers-Hall.*]

TITLE PAGE OF A RAZOR STROP BOOKLET ISSUED
ABOUT THE YEAR 1800

Packwood's Razor Strops were among the widely advertised
products in England at the end of the eighteenth and begin-
ning of the nineteenth century. The brochure contained fifty
pages, including stories of adventure in which the razor strop
figured, reproductions of newspaper advertisements, and illus-
trations, including a picture of Mr. Packwood selling his strops
over the counter. (Reproduced from original in Library of
Congress.)

AUCTIONEERS PROMINENT IN EARLY 1800'S

perhaps a statement that he had received a fresh assortment of something or other.

Until 1826, when lotteries were abolished in the United Kingdom, these popular gambles were for years the heaviest users of newspaper space. There were numbers of them, and it was not unusual for a lottery to take eighty or a hundred agate lines an issue, a long advertisement in the year 1800. Next in volume came the auctioneers, who had secured segregation on the back page. And among these the biggest advertiser was Christie's, the famous salesplace established in 1766, which is still London's leading auction gallery and one of the world's oldest advertisers.

The hodgepodge character of a front page of advertising in London at the beginning of the last century is shown by the first page of the Times for a date in 1800. In the four columns of the page before us are thirty-one advertisements, ranging in character from a snake show to a dignified legal notice. The first, at the top of column one, announces the exhibition of a ten-foot rattlesnake, "one of the greatest rarities ever exposed to public curiosity; to be seen

ford papers; at York-house, Bath; and in Pall Mall, where a plan of the Estate may be seen.

PEMBROKESHIRE. TO be SOLD by AUCTION, By Mr. CHRISTIE, At his Great-Room, in Pall-Mall, sometime in May next, IN SEVERAL LOTS,

The CAPITAL, VALUABLE, and very extensive FREEHOLD ESTATE, called SLEBECH, situate in the vicinity of the CAPACIOUS HARBOUR, called MILFORD HAVEN, a navigable branch of which called the EASTERN CLEDDY, runs through the estate, with a valuable and extensive right of navigation and fishery; the LORDSHIP of NARBETH, the MANOR of SLEBECH, and SEVERAL other contiguous MANORS EXTENDING, twelve miles in length, and six miles in breadth, with valuable MANERIAL RIGHTS, MINES of COAL, and other MINERALS, and TOLLS of FAIRS, and MARKETS, and abounding with all sorts of Game.

A CAPITAL MANSION recently built in a style of PECULIAR ELEGANCE and convenience, with extensive OFFICES of every description, excellent kitchen garden, with LOFTY WALLS, HOT-HOUSES, &c. seated upon a beautiful Lawn, commanding PROSPECTS of uncommon EXTENT, and richness of Hill, Dale, Wood, Water, &c.

The Mansion is surrounded by sundry eligible Farms, with their requisite offices, in perfect repair, and near 3000 acres of rich, arable, meadow, pasture, and wood-lands.

The great tithes of the parishes of Slebech and Minwer, part of said Estate, is in HAND, and the remainder let to most responsible tenants.—The principal part on leases at very old low rents, which (exclusive of the capital Mansion-House) amount to upwards of

TWO THOUSAND POUNDS per ann.

But at the expiration of said Leases, will be of the annual value of

TWO THOUSAND FIVE HUNDRED POUNDS and upwards.

The Advowsons of the perpetual Curacies of the contiguous parishes of Slebech and Minwer, of the annual value of near 100l.

Particulars are now preparing, and the Estate may be viewed by application to the Bailiff at the Mansion; and Plans of the Estate and Mansion to be seen in Pall-Mall, London.

OAK TIMBER, in Monmouthshire.

FOR SALE by AUCTION, on Friday the 5th day of April. inst. at the Westgate-Inn, in Newbottle.

ONE OF THE WORLD'S OLDEST ADVERTISERS

Announcement by Christie's auction rooms in a London newspaper soon after its establishment in 1766. As these lines are written Christie's, the world's most widely known auction house, has been a consistent advertiser for 163 years.

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from 10 to 4 at 422 Oxford Street; the proprietor will attend any lady or gentleman desirous at their own homes."

On the back page of this issue we find no less than thirty-four auction advertisements—estates, furniture, fabrics, foodstuffs. The estates auctions announced are mostly by "Mr. Christie, at his great room in Pall Mall." The importance of auction advertising to the newspapers of that period is indicated by the great concession made in giving it a place by itself, with a 12-point cap heading "Sales by Auction," over each column, the only type larger than 8-point in the whole paper.

Conservatism and tradition are the usual explanations of the continued English practice of printing soggy first pages of advertisements of the want-ad type. There doubtless is a good deal of tradition in it. But back of it is also the circulation as well as revenue value of a swarm of small advertisements, values which English newspaper publishers discovered more than a century ago and do not permit themselves to forget.

Daniel Stuart, who was Coleridge's partner in the London Morning Post beginning in 1795, told later how and why the Morning Post became the great small-ad medium around the year 1800:

I encouraged the small miscellaneous advertisements in the front page, preferring them to any others upon the rule that the more numerous the customers, the more independent and permanent the custom. Besides numerous and various advertisements, I interest numerous and various readers looking out for employment, servants, sales and purchasers, etc., etc. Advertisements act and react. They attract readers, promote circulation, and circulation attracts advertisements.

It is apparent that the London newspaper owner of 125 years ago knew something about advertising from the publisher's standpoint.

Papers were then, as later, known for leadership in a particular class of small advertisements. The Londoner who wanted to buy a horse or carriage sought the Morning Post. For shipping advertisements and sales of wholesale foreign merchandise it was the Public Ledger. Announcements of auctions were found in greater number in

Ed W.
Sum. Seas. }

Theatre-Royal

For the **BENEFIT** of
MR JOHN JOHNSTON,

And positively his Last Appearance here this Season.

SATURDAY, July 29. 1815,

Will be presented (by particular Desire of several Ladies and Gentlemen) the Comedy of

The West Indian.

Stockwell, Mr EYRE—Belcour, Mr LACY,

Major O'Flaherty, Mr J. JOHNSTON,

In which Character he will introduce the favourite Song of

The Sprig of Shilelah and Shamrock so Green.

Captain Dudley, Mr ARCHER—Charles Dudley, Mr FINN,—Varland, Mr RUSSELL,

Fulmer, Mr CHIPPENDALE—Stukely, Mr ADCOCK—Sailor, Mr DUFF,

Lady Rusport, Mrs NICOL—Charlotte Rusport, Mrs EYRE—Louisa Dudley, Mrs W. WEST,

Lucy, Miss STANFIELD—Mrs Fulmer, Mrs MOSS.

At the End of the Play, Mr J. JOHNSTON will Sing (in Character), a New Comic Song, written expressly for him by T. DIBDIN, Esq. describing

A DUEL,

Or, *A new Method of taking a long Shot ;*

With the Death of Mr M'KIRKINCROFT, and the happy Nuptials of

Paddy Whack M'Crack and Miss O'Donoughoo.

To which will be added, for the first Time these Four Years, the favourite Entertainment of

FALSE & TRUE;

Or, the Irishman in Italy.

Count Benini, Mr RUSSELL—The Marchese Calzari, Mr EYRE—Count Florenzi, Mr TRUEMAN,
Lealto, Mr W. MURRAY—Thomaso, Mr CHIPPENDALE—Malevoli, Mr FINN—Nicolò, Mr W. WEST,
O'Rafferty, Mr J. JOHNSTON, in which character he will introduce the favourite Comic Song of

“ London's the Devil's own Shop,”

Which was received with such unbounded Applause Last Night,

O'RAFFERTY'S CHRISTENING,

And, by particular desire,

“ I was the Boy for bewitching 'em ;”

Juliana, Miss STANFIELD—Marchesa, Mrs NICOL—Jénetta, Mrs W. FENSON.

* * On Monday and Tuesday the THEATRE will be closed.

Doors open at Six, to begin precisely at Seven.

Tickets and Places for the Boxes to be had of Mr GARBUTT, at the Box-Office, from Eleven to Three o'clock

AN ENGLISH PLAYBILL OF 1815

Showing the development of display typography in other directions nearly a century before such variety in type was generally admitted to newspaper columns in England. (Reproduced by courtesy of Lambs Club, New York.)

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the Times and the Herald. Book advertisements were more numerous in the Chronicle, which was the literary newspaper, and was that partly if not wholly because it paid, and not merely because the editors were highbrows.

The mass value that publishers found in miscellaneous small advertisements probably explains why the influential auctioneers, who demanded segregation from the mob, were unable to get the first page assigned to their exclusive use.

Mr. Stuart also left us some advertising psychology of the 1800-1825 period. Advertisers whose announcements were numerous saved them up until they had a batch and then made a demonstration with the idea that a long string of advertisements in one issue gave a prestige which was not obtained by scattering the announcements through several issues. In book announcements, for example, there would be sixty or seventy short advertisements, filling three columns, by Longman one day, by Cadell the next day, some other publisher another day—"Bless me," quoted Mr. Stuart from the public mind, "what an extensive business they must have!" (A half-century later, Robert Bonner, advertising his New York Ledger, created a sensation in the United States with an adaptation of this idea and by his large-space example gave advertising a great impetus.)

Toward the middle of the century, when the papers were printing eight pages, London newspaper publishers adopted the big-splash idea into their own business. According to Mr. Stuart:

They keep back advertisements, filling with pamphlets and other stuff unnecessary to a newspaper, and then come out with a swarm of advertisements in a double sheet to astonish their readers and strike them with high ideas of the extent of their circulation, which attracts so many advertisers. The meagre days are forgotten, the days of swarm remembered.

That device of many years ago sounds like the modern special edition, with some reservations as to the saving up of insertions.

The London Morning Post of the four-page period found that a long advertisement on one subject crowded out numbers of the so desirable miscellaneous advertisements, wherefore the Post penalized

ILLUSTRATIONS RARE IN ENGLAND IN 1800

long copy so severely that it stayed out of the paper. This, according to Mr. Stuart, was what brought about the establishment of two newspapers by the booksellers—the London Evening Globe and the Morning British Press.

The restrictions which the hand press placed upon size were largely responsible for the discouragement of illustrations in English daily newspaper advertising early in the nineteenth century. Another reason was the trouble that a cut made for the printer. It took time to give the cuts necessary make-ready attention, if they were to print at all. Ink was poor. Paper was not suited to cuts. After much effort the result usually was a blotch.

Illustrations therefore were never seen in the advertising of the London dailies a hundred years ago and rarely in the news columns. The publication of a page of pictures of the coronation of George IV in the London Observer in 1820 created a sensation. There had been a similar sensation nearly two hundred years before, in 1638, when England's first newspaper, the Weekly Newes, then a sixteen-year-old sheet, published an illustration entitled, "Prodigious eruption of fire which exhaled in the midst of the ocean sea over against the Isle of St. Michael." It is safe to assume that this woodcut was as quaint as its caption.

Discouragement from handicapped newspaper publishers may thus be charged with the delayed coming of illustrated advertising in England. Their continued refusal to accept illustrations long after press facilities and engraving processes permitted perhaps can be charged to "tradition." As an example of what might be done in newspapers, advertisers had the existing collections of excellent shopbills of the preceding two centuries, which could easily have been adapted to publication advertising. But the refusal of the London daily newspapers to use engravings was a stone wall. No large type, no breaking of column rules, no illustrations.

And if the illustrated shopbill idea had got into the newspapers in the first half of the last century it is doubtful if the art work would have had the same charm as that of the handbills of the time of Hogarth and his contemporaries, for the shopbill greatly declined in artistic merit about the beginning of the nineteenth century. Later, under the influence of the quite different taste of the Victorian Era,

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the bills used by tradesmen were minus entirely the exquisite beauty which the best examples of the eighteenth century had.

Some of the provincial papers, not so pressed for space as the London dailies, were accepting small cuts in the 1820's, such as a thumbnail picture of a sailing vessel to illustrate a shipping announcement, but even this was not common.

CHAPTER X

WARREN'S BLACKING, A MILESTONE IN ENGLISH ADVERTISING

In the London literary and miscellany weeklies of the 1800-1825 period pictorial advertising was encouraged, and about 1820 there began to appear in these weeklies, and later in the country papers, an advertisement which is another "first" in the history of commercial publicity—probably the first idea illustration ever used in publication advertising and one worthy of a later day, an advertisement as good in picture idea and product tie-up as a host of advertisements published after illustrated advertising became general.

This was a 75-line single-column advertisement for Warren's Shoe Blacking which carried at the top an amusing cartoon of a cat spitting at its reflection in a shiny boot. The picture, which occupied about sixteen agate lines of space, was done by Cruikshank, the famous caricaturist. Under it appeared some humorous verses. The copy was a jumble of over emphasis with italics, capitals, small caps and exclamation points, and was full of dashes and colons—a typographic nightmare.

The verses were set in the very smallest type and, as a rule, the papers printed the advertisement with ink that had a tendency to smear. Nevertheless this advertising, because it was a novelty, made Warren's Shoe Blacking known throughout the Kingdom and produced a heavy sale of it.

If we wonder how the advertisement reproduced as an illustration on an adjoining page in this book could make a successful advertising campaign we must remember that the Cruikshank cartoon of a spitting cat, or of a Negro grinning at his reflection in a boot, had little pictorial competition in the papers. Also, the jingles hit the popular idea of humor, perhaps in the same inexplicable way that some of the twentieth-century comic strips do. And there was much less to read



30, STRAND.
NED CAPSTAN; OR, A LAND-CRUISE POSTPONED.

To CAPSTAN a Sybil had kindly presag'd
That shortly his friend DAVY JONES, or the DEVIL,
Would take him in tow!—NED a seat had engag'd
For LONDON—On roof of the Coach then, the evil
Predicted, approach'd;—for, in active pursuit
The DEVIL appear'd,—in a high polish'd Boot!—
NED CAPSTAN exclaim'd, while the vision seem'd beckning,
"The HAG, d—n her cunning! is right in her reck'ning!
Both Boots now he eyed, by the Trav'ler display'd,
In WARREN's fine Jet of resplendence array'd:—
His image in each, and his journey each stage in't,
Oppos'd by the DEVIL, he thought, and an AGENT!
He wisely sheer'd off, giving up, then, his trip,—
And pleas'd at escape, sped his way to his ship,—
The story got wind of NED CAPSTAN's adventure,—
The Mate on a frolic inclin'd then to enter;
Two Boots, polish'd high with the luminous Jet,
Were now in the cabin conspicuously set—
"Here, Capstan!"—he came, nor his fears could restrain,
For DEVIL and AGENT appear'd once again!—
They hung o'er a screen, the bright Boots, and behind
The Mate stood unseen—"Have you made up your mind?"
A voice from the Jet seem'd to ask,—"TO BE DOON'D!"—
"My MASTER," said NED,—"*if it is to be cramm'd*
"*In gullet of old DAVY JONES then, or YOU—*
"*To make up my mind,—I'LL BE DOON'D IF I DO!"*
The Mate laugh'd aloud,—o'er the ship ran the rumour!—
That CAPSTAN the Devil had won to good humour!—
And storm or foul wind when the vessel attacking,
NED's interest is ask'd with his friends in the Blacking!

This Easy Shining and Brilliant BLACKINGING, Prepared by

Robert Warren

30, STRAND, London; and sold in every Town in the Kingdom.

LIQUID, in Bottles 6d. 10d. 12d. and 18d. each. Also PASTE
BLACKING, in Pots 6d. 12d. 18d. each. A Shilling Pot of Paste
is equal to Four 1s. Bottles of Liquid.

•• Ask for WARREN's Blacking.

THE PRINCIPAL ENGLISH ADVERTISER OTHER
THAN PATENT MEDICINE IN EARLY 1800'S

First human interest illustration in English advertising and an example of the verse style of copy in 1820, when this appeared in British weeklies and such other publications as would accept cuts. The picture was done by Cruikshank, the famous caricaturist. The impression made by Warren's advertising, probably due to the illustration, is indicated by references to it in reminiscences published fifty and sixty years later. The advertisement has been enlarged one sixth for easier reading of five-point type.

FIRST REAL NATIONAL CAMPAIGN IN ENGLAND

a hundred years ago, and the reading matter available was thoroughly read, advertisements and all.

Besides being the first to use idea illustration in publication advertising the Warren campaign was the precursor of an era of jingle copy which came toward the middle of the century and lasted fifty years and longer.

Warren's Shoe Blacking was also probably the first household product nationally advertised on a large scale in the United Kingdom. Its advertising appeared in the provincial papers throughout England, Scotland and Ireland, beginning in the first twenty years of the nineteenth century. The proprietor in the 1840's is said to have hinted that Byron and Thackeray had secretly done copy for him. Warren's was one of the first to paint large-size advertisements on walls of buildings in London and on fences along the roadside in the country. In this method it had the field largely to itself for a time, except for patent medicines. On whitewashed walls in the metropolis Warren's Shoe Blacking stood out in letters two feet high. Thus began a type of outdoor advertising which later was to become the subject of much agitation.

But the Warren newspaper copy was not the standard type of the period. On the trend of English advertising copy in 1825 we have an analysis published in *Leisure Hour* in that year. It was entitled "The Art of Advertising Made Easy—For the Use of Tradesmen and Others" and was signed by "A Lover of the Fine Arts," whose studies of current advertising led him to say this about copy:

An advertisement should be written as it were in letters of brass; for it is intended to record the merits of the great and good. The style should be firm and forcible, calculated to



LONDON TO CALAIS IN TWELVE HOURS.

THE TALBOT STEAM PACKET sails from the Custom-House for Calais every Tuesday and Friday Morning precisely at Half-past Six o'clock.

LONDON to ROTTENDAM in Twenty-four Hours.—The Rapid steam Packet sails from the Custom-House, for Rotterdam, every Saturday Morning at Eight o'clock precisely.

Information of these very superior vessels can be had at the General Packet Office, 257, Strand; Mr. E. Sharpus, 13, corner of Cockspur-street, Pall-mall, and 278, Oxford-street; Mr. Wm. John Hall, Custom-House Quay, Lower Thames-street; or Alex. Law, at the Packet Office, Tower-hill.

IN 1822

The journey that in 1928 occupies fifty minutes. Reproduction is from the London Nautical Register for August 28, 1822.

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command respect and attention, and not going tenderly and gingerly to work to solicit observation. Judgment must be passed, not pray'd for.

That sounds a good deal like the standard formula of more recent times.

The warning against substitutes was then a century old, but was still much used, and our student of advertising advised that,

The public must be cautioned against everything on earth but the identical article advertised. The world must be challenged for a certain amount—a hundred guineas is the approved sum. The inventor must be “ever anxious” or “always emulous” to check imposition.

By the 1840's and early 1850's advertising in England had increased in volume over the previous two decades by several hundred per cent. The London Times, which in 1800 had about 100 advertisements a day, averaged about 400 a day in 1840, and in 1853, the year in which the tax on advertisements was removed, averaged 1,500 a day.

In advertising typography, however, the English dailies in 1850 were pretty much the same as at the beginning of the century. If a paper did not absolutely forbid type larger than 8-point in headings it placed such penalties of added cost on extra-size type and on broken-column rules as to make the use of display advertising prohibitive. This continued to the beginning of the twentieth century—and after—in most of the London papers. Even in 1928 the predominant type in the conservative London paper is the want-ad style. A copy of the London Times for a date in 1928 shows half and half, forty-five columns of classified and forty-two columns of display.

Development of display in England came first in theatrical bills, and in these was seen early in the eighteenth century. They showed that even then there were printers who could use various weights and sizes of type and make up an attractive advertisement. This spread to commercial handbills and direct-mail circulars, but did not get into the newspapers or magazines. The Illustrated London News, with a circulation of about seventy-five thousand in 1850, was then and later setting its advertisements in want-ad style and refusing to

PARASOLS.



W. AND J. SANGSTER,



Respectfully inform the Nobility and public that the Parasols they will have the honour of submitting to them this season are larger than usual, but owing to the peculiarity of their make are much lighter, a quality so much to be desired in a Parasol. They are chiefly plain, without fringe, and made of Glace, and striped silks of perfectly new mixtures of colours of the most striking and elegant description.

W. and J. SANGSTER have also a large assortment of the Swiss or Alpaca Parasols which gave such universal satisfaction last year, 30,000 having been sold in the course of the season.



PATENTEES OF THE ALPACA UMBRELLAS.

**140, Regent-street; 94, Fleet-street; 10, Royal Exchange;
75 Cheapside.**

THOMAS PARR.

THE ONLY RATIONAL REMEDY



This Engraving is from a Portrait by Rubens, when at the age of 152 years. See his Life, to be had Gratis of all Agents.

PARR'S LIFE PILLS.

It is a clear indisputable fact that for cleansing, and enriching the human blood, restoring vigour and tone to the system; curing nervousness, indigestion, gout, rheumatism, and all bilious disorders, there is no remedy so certain, and safe, as that favourite and universal Medicine,

PARR'S LIFE PILLS.

THE ADVANTAGES DERIVED FROM TAKING PARR'S LIFE PILLS, ARE

- 1ST.—LONG LIFE, AND HAPPINESS!
- 2ND.—SOUND AND REFRESHING SLEEP!
- 3RD.—GOOD APPETITE!
- 4TH.—ENERGY OF MIND AND CLEARNESS OF PERCEPTION!
- 5TH.—GENERAL GOOD HEALTH AND COMFORT.
- 6TH.—THEY ARE FOUND, AFTER GIVING THEM A FAIR TRIAL FOR A FEW WEEKS, TO POSSESS THE MOST ASTONISHING AND INVIGORATING PROPERTIES.

TO PERSONS ABOUT TO EMIGRATE.

A most important appendage to an Emigrant's store is a good supply of PARR'S LIFE PILLS. On ship board these Pills will be found invaluable in keeping the stomach and bowels in a regular and healthful state, purifying the blood, and preventing cutaneous diseases, such as scurvy, &c., incidental to long voyages. By attending to the directions given with each box, they may be safely taken by infants, adults, or persons in advanced age. When settled in distant climes, the emigrant will find in these Pills all he can require in the form of medicine. They will keep good in all climates; and any person proceeding to the Colonies will find it profitable to take out a supply.

None are genuine unless the words "PARR'S LIFE PILLS" are in WHITE LETTERS on a RED GROUND, on the Government stamp, pasted round each box; also a fac simile of the signature of the Proprietors "T. ROBERTS & Co., Crane-court, Fleet-street, London," on the directions.

Sold in Boxes at 1s. 3d., 2s. 9d., and family packets at 11s.

ADVERTISING IN A DICKENS FIRST EDITION

One of twelve pages of commercial announcements which appeared in the paper-bound monthly serial edition of "David Copperfield" in 1850. The advertising section was headed "The Copperfield Advertiser." Advertising sections in novels gave advertisers of that period opportunity for display and illustration not obtainable in the newspapers.

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break column rules. News weeklies that would break column rules charged extra. The first real display advertisement noted in a search of the files of the Illustrated London News is not found until June 23, 1877, and then it is a back-cover full page. The principal display line in it, set in 36-point caps, informs the public that "Johnson's Corn Flour Is the Best."

CHAPTER XI

THE "GOLDEN ERA" OF THE 1850'S IN ENGLAND

The long-continued tax on each copy of an English newspaper, with an additional tax on each advertisement, encouraged the use of outdoor advertising, and the big spread which took place in this form of publicity between 1830 and 1850 is an outstanding event in English advertising history. In the 1840's there was a wide expansion in lettering of dead walls and in billposting. Stenciling of sidewalks also entered a big run. The sandwich man came out in force. Advertising wagons plastered with bills made processions in the streets. Buses carried advertising inside and out. It was the golden age of outdoor advertising.

By 1855 night-working billposters had become so great a nuisance in London that agitation for their suppression was insistent. The guerrillas worked under cover and fast. They would descend on a neighborhood and disappear so quickly that those whose property they disfigured had little or no chance to stop them. Even the doors of homes were not inviolable. No lamp post escaped. Sunrise would reveal a whole district plastered.

The methods of the irregulars and the now thoroughly demonstrated value of the billposting business led to the establishment of "Advertising Stations," or authorized places for posting, and the gradual concentration of the billposting business in the hands of reputable individuals and firms. Defacement of private property without permission was stopped. Advertising by billposting became attractive to businesses that before had found it undesirable, and the character of outdoor advertising as a whole improved.

Instead of a tattered crazy-quilt of ill-stuck bills on the wall or on a fence around an excavation the 1860's saw neatly arranged boardings and a decided advance in the physical appearance of the bills.

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The advertisement contractors studied their field and systematically built up both advertising and stations. They soon were printing their posters in color and giving a vividness and variety to the hoardings which added much to the effectiveness of the message. Among the important concessions the contractors secured were the train sheds of the railway stations, the inside walls of which they made into billboards that were long and high and that carried hundreds of well-arranged advertisements in reds and blues and yellows. The illustration on billboards in the 1870's was the advertiser's trademark.

With an enlivened interest in advertising there came a storm of handbills in the streets. The neighborhood shopkeeper in London especially went in for this kind of announcement, which he found he could put out with the aid of a printer and a small boy or two. That lasted for many years, until it became a nuisance and people refused to accept the proffered handbill or littered the streets with it.

Upon the abolition of the tax on English newspapers in 1855 and the issuance of penny papers people could afford a newspaper who before could not. There were numerous additions to the list of publications, and more or less successful efforts were made to develop a new class of readers. This effort succeeded or failed, according to the paper's success in meeting the popular taste. Enough succeeded greatly to increase the number of newspaper buyers. Advertising reached new people every day. Returns to the advertiser grew. More and more businesses became advertisers. The earlier expansion in outdoor publicity helped obtain for advertising a popularity from which the newspapers profited at once when the taxes on newspaper publicity were removed.

The wider interest in all advertising brought the newspapers a volume from manufacturers and shops that gave new character to the advertising columns. The patent medicines, investment schemes and other classifications which in earlier years had outnumbered 20 to 1 the advertiser of household goods, wearing apparel or other necessities now did not have the same overwhelming percentage. The kind of advertisements formerly preponderant also increased in number, but the better class showed a marked increase and made its impress on the general character of advertising. The great growth in circulation of

“RAPACITY OF ADVERTISERS RESPECTS NOTHING”

London papers which came with the penny price was mostly in the metropolis, and this higher percentage of local circulation made advertising more profitable for the London tradesman.

In the 1860's woodcuts in newspaper advertising became a common sight in the provinces. A writer in *Once a Week* in 1863 expressed fear that sensational type display was coming into the advertising columns of British journals:

The rapacity of advertisers respects nothing, and the virtue of newspaper proprietors will not be proof against the assaults waged upon it. Already spasmodic typography has appeared in county papers. The most respectable provincial journals will allow engravings of tea caddies and ploughs and Worcester Sauce bottles to be inserted in prominent positions in the very midst of the regular old-fashioned advertisements. It is very sad, and I would recommend any old compositor who has saved a little money, to retire from his profession.

The advertisement carrying even a small illustration had an advantage which often amounted to dominance of the page. But in London the only way an advertiser could obtain extra prominence was by the use of a great number of lines in 10-point capitals, and this limit on type size and Bonner's example in the United States brought an era of iteration copy.

Iteration took the form of repetition of a name or phrase in caps, often the full length of the column. Thus the reader would be enjoined a hundred times in a column to

USE PETER'S SOAP
USE PETER'S SOAP
USE PETER'S SOAP

If the product had a variety of uses the caps might be followed by a line or two in agate covering a use. If the space was a column and the uses numbered only a dozen, then the message would be given all over again until the column was full.

Teaser copy was also used in this fashion, with a column of repetition of a single mysterious word or a single phrase one day, and a col-

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umnful of the key word in the same place the next day. The interrogative line became common, as

WHO IS YOUR HATTER? JONES?
WHO IS YOUR HATTER? JONES?

The advertiser was permitted to indent his lines and to center them if he chose, and one of the devices to get attention was the making up of the advertisement in pyramids and inverted pyramids.

This modification of the traditional want-ad style in the 1860's was a step forward in English advertising. It was the outward sign of a new and comparatively tremendous interest in advertising which was strong enough to have produced much more sensational changes in newspaper typography had the papers permitted. The advertiser worked hard to overcome the handicaps of type-size limit and unbreakable column rules.

Advertisers were studying approach and appeal and making the preparation of copy a more serious business. The florid style, which had been on the wane for some years, was now entirely discarded for more crisp and businesslike copy. Jingles were used, and also humor in prose, but those who appeared to be the heaviest advertisers of this period in England employed carefully worked-out phrases of short words that were likely to be remembered, even if they did not give a good reason for buying the commodity.

The changes in English copy style which came soon after the middle-century increase in advertisements is an illustration of the periodic revolutions in advertising methods that result from new competition. The author of an article in *Leisure Hour* in 1866 thought that advertising was not as profitable as it had been:

The public faith in advertising, as evidenced by the multiplication of advertisements, would seem to have been regularly on the increase during the last twenty years or more, though its full development did not take place until the advent of cheap newspapers, after the repeal of the paper duty. . . . The abnormal multiplicity of advertisements, it appears to us, has materially damaged their force and efficacy.

1869: FIRST RECOGNITION AS AN ECONOMIC FORCE

It was because of this and concurrent causes, the Leisure Hour writer concluded, that advertising had "latterly begun to assume some singular phases, not only in newspapers, but in other publications, and even on the city walls and hoardings, which show us that it is at length being studied as an art, and practised according to systems of some kind or other, which the practitioners have doubtless laid down for their own guidance."

At this time we find the first reference to advertising as a major force in social and economic development. In Frazer's Magazine for March, 1869, appeared an article headed "The Grand Force." Its author, "W. J.," addressing himself to an imaginary lecturer at the Royal Institute, says the professor has ignored the greatest force of all:

It is stated that Archimedes asked to be accommodated with a sufficient lever base, and declared that if he had it he could lift the earth. . . . Here in our most enlightened age, we have discovered a force far more potent than an Archimedes could imagine, and can stir the world as easily as any push-pin. . . . My force is the advertisement. . . . This gigantic force, "The Advertisement," beats all your nostrums into miserable pretences and shams and is too omnipotent for even imagination to grasp at its illimitable powers.

The middle of the nineteenth century also saw the real birth of direct-mail advertising. Inasmuch as the term "circularize" was not used until 1848 it is safe to assume that direct-mail work did not amount to much previous to that year. In 1850 penny postage was proclaimed. Gradually the use of direct mail increased. The circular gave the advertiser opportunity for illustration and the type display and emphasis he desired, and printers of circulars were not slow to take advantage of their chance to canvass for business. By 1860 the sending of circulars through the mails had become a wide practice. In 1870 England made the postage on circulars a halfpenny, and this resulted in a further great growth of this form of advertising.

The leading newspapers, still refusing to lift their ban on display, saw a good deal of advertising expenditure going into outdoor and direct-mail work, but they also continued to get an increasing volume. There probably were doubts in the minds of their proprietors as to

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ESDAY, OCTOBER 5, 1853.

MESSRS. DANIEL SMITH and SON respectfully apprise the public that the **UNSOLED LOTS 1, 2, 3, 12, and 13, of the OLD TABBOT HOTEL**, and other Estates, in the heart of the town, are still **OPEN to TREATY**; but all the other lots were sold at the auction on the 22d ult. — **Waterloo-place, September 22.**

Haston-hall, Northamptonshire.—A most desirable Freehold Residence, with small park, and capital Tithe-free Farm and other Property, near the town and railway station of Wellingborough, only a quarter of an hour's ride from Northampton.

MESSRS. DANIEL SMITH and SON will submit to AUCTION, at the Mart, (altogether or in two lots, on Tuesday, October the 11th, the above very valuable ESTATE, comprising a capital, spacious, and handsome mansion, of the old English style of architecture, but of modern erection, and highly finished throughout, upon a particularly dry soil, with excellent domestic offices, superior stabling and hunters' boxes, walled gardens, with hot-houses, and beautiful secluded pleasure grounds, opening to a rich park-like paddock of above 30 acres, studded with fine timber and plantations, forming a very complete and distinguished hunting seat, being close to Earl Fitzwilliam's and the Fitchley Hunts; together with a very valuable tithe-free farm, a great part sound pasture land, in all nearly 190 acres, intersected by a powerful stream, and bounded for a great extent by the turnpike road to Kettering, together with a neat farm-house and all agricultural buildings, a water-mill, wind-mill, and some business premises and neat cottages in the town. The estate may be viewed, and descriptive particulars, with plans, may be had at the George Hotel, Northampton; of Mr. Burnham, solicitor, Wellingborough; at the Auction Mart; and of Messrs. Daniel Smith and Son, land agents, in Waterloo-place, Pall-mall.

Hants.—Desirable Farm, in the parish of Yately, within easy reach of bounds, and stations on the South Western and Reading and Reigate Railways.

MESSRS. DANIEL SMITH and SON will SELL by AUCTION, at the Mart, Tuesday, October 11, a valuable FARM, of nearly 140 acres of meadow, arable, and wood land, with a convenient farm house, &c., in the parish of Yately, a good sporting and healthy part of Hants, partly bounded by the river, and within a few miles of the Military College at Sandhurst, and of the market towns of Odham and Farnham. Descriptive particulars, with plans, may be had at the neighbouring inns; at the Mart; of Mr. Coombs, solicitor, Dorchester; and of Daniel Smith and Son, land agents, in Waterloo-place, Pall-mall.

Valuable Freehold Dairy and Stock Farms, with substantial Housesteads, in the rich district between Bristol, Thornbury, and Wootton-under-Edge, in the county of Gloucester, surrounded by magnificent scenery, and offering very eligible investments.

MESSRS. DANIEL SMITH and SON will SELL by AUCTION, at the Mart, on Friday, October 14, (unless an acceptable offer shall be previously made by private treaty) together or separately, TWO contiguous FREEHOLD ESTATES, known as the Upper and Lower Farms, at Itchingdon, in the parish of Tytheringston, only three miles from the market town of Thornbury and the Yate Station on the Bristol and Birmingham Railway, and about 11 miles from Bristol; they comprise above 150 acres of remarkably rich arable pasture, orchard, and arable land; the latter a superior soil for wheat and feeding off turnips. There is a neat house upon each farm, and all requisite agricultural buildings; and the whole substantial and in excellent repair. They are let to a respectable party tenant at a low rent, but commanding grand and extensive scenery, with fine springs of water and ornamental timber, they offer attractive spots for building as well as safe investments. Descriptive particulars, with plans, may be had at the Swan Inn, at Thornbury; at the Lion and Key Hotel, Bath; at the White Lion Hotel, Bristol; of Wm. Tanner, Esq., solicitor, Sharnon-court, Corn-street, Bristol; at the Auction Mart; and of Messrs. Daniel Smith and Son, land agents, Waterloo-place, Pall-mall.

Very rich Freehold Grazing and Dairy Farms, near Weston-super-Mare, Somersetshire, opposite Canliff, and part bounded by the Bristol Channel, and by the Congresbury and Banwell rivers.

MESSRS. DANIEL SMITH and SON will SELL by AUCTION, at the Mart, Friday, October 14, together or in several lots, (unless acceptable offers shall be previously made by private

whether an acceptance of the nuisance of innumerable type sizes, broken-column rules and "vulgar screeching" would bring enough additional revenue to warrant a surrender, especially as advertising was fast increasing without much departure from tradition. "Flamboyant" advertising was left to the cheap penny papers which had sprung up. These were a bit more liberal to advertisers in the matter of display type, but even they put penalties on its use. Mortality among the penny papers was high. In some cases paper and ink cost more than the owner received for a copy. The conservative publisher saw no sure advantage in imitating them either in reading matter or advertising display. To the end of the nineteenth century advertising in the principal London newspapers continued to be extremely conservative in typography.

To the conservatism of the London press we may ascribe the high development of the poster idea in England. Barred for so long a period from publication advertising, illustrated

Auctioneers' advertisements in London papers in early 1850's. Repetition of the same name or statement down the column made the auctioneers' advertisement stand out against miscellaneous advertisements in adjoining columns or gave distinctive appearance to the auctioneers' page where a whole page was occupied by their announcements.

display gave its thought and effort to development of the art for use in the medium that was open to it. Following its birth in France, con-

POSTER INTRODUCES HUMAN-INTEREST PICTURES

centration by English artists on the poster gave England a lead over the United States in this art which American artists have found it difficult to pass. It was in posters that the jolly John Bull in pictorial representation first began to advise the English public to use this or that. It was in posters, too, that the illustrated play on words, so characteristic of later-day English advertising, first appeared. Ignoring some isolated early instances in other mediums, it may be said that the poster carried the first human-interest pictures used in English commercial publicity.

Modern advertising owes much to French and English posters. A good deal of the illustrated publication advertising of the twentieth century can be traced to them. The poster, born in France in the late 1860's, reached a high state of development in England in the last ten years of the nineteenth century, during the period of "bombast and vulgar obstreperousness" in advertising. Many English posters were offensive to conservative Englishmen, but the best of them attained a plane from which, through a series of adaptations, much attractive and successful magazine advertising has grown.

In the late years of the nineteenth century the English also made a great advance in booklet work. Many of the booklets issued in England in the 1890's would receive the approval of the critical advertising manager of 1928.

CHAPTER XII

ENGLISH ORIGIN OF ARTISTIC ADVERTISING

Pictorial art in advertising owes a special debt to English soap manufacturers. Their enterprise produced in 1887 an idea that put high-grade illustrations into the minds of advertisers and had far-reaching effects on commercial publicity.

In 1886 Sir John Millais painted his grandson blowing soap bubbles. The beauty and popular appeal of the picture led Sir William Ingram of the Illustrated London News to purchase it at Millais's studio for use as a colored supplement. Thomas A. Barratt, managing director of A. & F. Pears, to whom the leadership of Pears' Soap in English advertising enterprise in the last half of the nineteenth century was due, saw "Pears' Soap" in the bubbles and acquired the painting from the Illustrated London News, paying £2,300 for it.

When Mr. Barratt called on Millais to ask permission to use the painting as an advertisement the painter could, as he afterward explained, offer no objection, for Pears owned the picture and might do what it pleased with it. There was, also, something to be said for the effect on popular taste of a wide distribution of pictures such as Bubbles.

When the picture appeared in the magazines as an advertisement for Pears' Soap it was more interesting than the news pictures in the same issue. Soon other manufacturers were searching art exhibitions and sales galleries for paintings that could be adapted to their commodities, and members of the Royal Academy of Arts were explaining that they had not sold their pictures for use in advertising. The better known the artist's name, the more joyful was the advertiser when he found a suitable picture. Some of the artists involved protested, but the buyer owned the picture and had the right to reproduce it. Others did not mind, except that they disliked poor work done in woodcut reproduction.

THE "GREAT CHANGE" THAT CAME IN 1888

Among the painters whose works were thus purchased and tied up with advertising was W. P. Frith, R. A. His picture, *The New Frock*, showing a little girl holding up a pretty garment, was sold at an exhibition. Presently he was startled at seeing it as part of an advertisement for Lever's Sunlight Soap in the *Illustrated London News*. The title had been changed to *So Clean*.

The new development in advertising was discussed by Mr. Frith in an article in the *Magazine of Art* in 1889:

There can be no question that the great change which has shown itself in the modern system of advertising—a change which calls upon the advertiser to spend enormous sums in producing pictorial representations which it is often difficult, if not impossible, to connect with the virtues of his wares—is an important fact well worthy of a more serious consideration than it has yet received, from either the artists who produce the pictures or the advertisers who use them. The present writer can remember the great popularity of Warren's *Blacking* and Rowland's *Macassar Oil*, and for anything he knows to the contrary that popularity continues to the present time; but he cannot recall any instance of importance of the pictorial art being called upon to assist in that popularity. A picture of a lady with hair so profuse as to cover her from head to foot—an original work—was all that Rowland owed to Art, and a negro grinning with delight at the sight of his face, reflected in a highly-polished Wellington boot, which derived its splendor from a single application of Warren's manufacture—these were the only instances of Art being called upon to glorify "hair oil" and "blackening." [Mr. Frith evidently did not know of the Cruikshank cartoon of the spitting cat, run by Warren's early in the century.]

So far as I know—I speak under correction—the rest of the advertisers forty years ago [1849], contented themselves, as some do now, with the services of a poet, who sang in glowing rhymes the praises of his employer's wares. In those days it would have astonished an artist even more than it does now, if he found that a picture which he had been fortunate enough to sell in an exhibition had fallen into the hands of a dealer—say, in cod liver oil, and because it happened to represent a breezy day at sea, with fishermen dragging into their boat a great haul of fish, among which a cod or two might be discovered, the purchaser of the picture had made

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an indifferent wood engraving from it, and changed its name from "The Fortunate Fishermen" into "Workers for Our Well-Known Oil" and without the painter's knowledge.

To Mr. Frith's article the editor of the Magazine of Art added this comment:

Most artists do not relish the idea of their pictures being fitted to advertisements, and therein they are right, but that either picture or artist is in any way "degraded" by the misapplication is an untenable contention. Whatever error of taste be made, the odium rests wholly with the perpetrator. . . . Art, like Truth, can only dignify and beautify that with which it comes in contact. . . . Commerce has everything to gain and nothing to lose. . . . To sum up, artistic advertising is, in the words of Prof. Richman, "a forceful weapon for disseminating good art in the most public manner possible."

Perhaps the most severe critic of Sir John Millais was his friend, Marie Corelli, who in her novel "Satan" made one of her characters deplore the degeneration of a painter whom the world had begun to couple with Sir Joshua Reynolds. When Miss Corelli received a letter from Millais asking her "what the Satan she meant" by thus holding him up to public scorn, and giving her the facts which she should have ascertained, Miss Corelli apologized profusely and promised to correct the reference to Bubbles in the next edition of "Satan," which she did. The attitude of most of the art world in the matter probably was that expressed later by Millais's son in his "Life and Letters of Sir John Millais":

As to Messrs. Pears, I cannot but feel that we ought to be grateful to them for their spirited departure from the beaten track of advertisers. The example they set has tended to raise the character of our illustrated advertisements, whether in pages or posters, and may possibly lead to the final extinction of such atrocious vulgarities as now offend the eye at every turn.

In this estimate of the possible importance of the incident to advancement in the art with which the mass of the people comes in contact John Guile Millais was right, for the good pictorial art of our modern advertising dates from the sensation Pears made with Bubbles.

1890'S: COLOR APPEARS IN ENGLISH MAGAZINES

When color came into use reproductions of paintings by celebrated artists made certain advertising a most attractive part of British periodicals, often overshadowing editorial contents with a substantial part of the readers. These early color advertisements, which appeared in the 1890's, were loose inserts supplied to the magazine by the advertiser. In illustrated periodical advertising in England a pioneer was Paul E. Derrick, an American advertising man, who opened an agency in London in the 1890's and became a leader in advertising development there.

CHAPTER XIII

HARMSWORTH, THE REVOLUTIONARY

Contemporaneously with the beginning of human-interest pictures in magazine advertising and the new effectiveness which they gave the message came other influences in England to increase the value of publicity. One of these was the growth in number of newspaper and magazine readers in the 1890's as a result of the wide extension of public schools twenty years earlier. Another was the halfpenny paper and the success of Alfred Harmsworth—later Lord Northcliffe—and Sir Arthur Pearson in finding out the popular taste in reading matter. The huge circulations which the halfpenny papers started immediately to pile up, combined with the change in advertising methods which they brought about, greatly increased opportunities for the advertiser.

Alfred Harmsworth began in 1888 with *Answers to Correspondents*, a notes-and-queries weekly, which he built with advertising and prize offers. Other weeklies—fiction, religious and general—followed, a new one being added as fast as the last was fairly established. In 1894, when the *Morning Leader*, London's first modern halfpenny paper, was a year old, Harmsworth entered that field with purchase of the *Daily News*, which he made a halfpenny sheet and raised from next to nothing in circulation to a distribution of hundreds of thousands. His *Daily Mail* was born out of a two-year study of the possibilities for a popular daily of huge circulation in England which included some adaptation of American ideas. The care with which he planned the *Daily Mail* is shown by his expenditure of £40,000 on experimental issues for two months before a single copy was sold to the public. From an advertising standpoint the biggest thing that happened when the *Daily Mail* came out in 1896 was that the century-old tradition which had barred display type, broken column rules and illustrations from the London daily newspapers went by the board.

EFFECTS OF HARMSWORTH-PEARSON ENTERPRISE

That English advertisers wanted in the newspapers some of the display they were able to get on hoardings and in the magazines was made evident by the avidity with which they took advantage of the freedom offered by the Harmsworth papers. Soon the influence of this was seen in a general loosening up of old restrictions among all but a few of the daily papers. In 1900, when Sir Arthur Pearson added the Daily Express to his growing list of publications, another tradition was broken. The Daily Express printed news on the front page.

These two publishers, but notably Harmsworth, revolutionized the daily press and the physical form of daily newspaper advertising in England in the 1890's. Soon after the turn of the century Harmsworth's company was issuing forty daily, weekly or monthly publications, and Pearson's company half as many. By 1900 the Daily Mail had acquired half of the 1,800,000 circulation which in 1928 makes it the most widely circulated newspaper in the world, and the total circulation of Harmsworth publications had reached 5,000,000. Their publisher, who later acquired, among other papers with traditions, the London Times, was then only a few years from unofficial recognition as a power greater than the government and official acknowledgment of his service to the common good by elevation to the peerage as Lord Northcliffe.

The effect of Lord Northcliffe's popularization of the reading habit and his energetic break-up of traditions in the physical form of newspaper advertising was to give newspapers more favor with advertisers who had been bound to other mediums. Department stores and shops, which had been putting their effort into weekly periodicals, where display was permitted, now became interested in the newspapers, as did also the numerous mail-order advertisers when they saw the circulations of the Daily Mail and other halfpennies spreading thickly over England. Greater returns which now came from newspaper advertising broadened the scope of campaigns, brought increases in every class of advertising, and resulted in increment to the volume in the weeklies and monthlies as well.

The all-round impetus given English advertising by the dynamic Lord Northcliffe's bold and sweeping changes in publication policies and methods was tremendous. In English advertising development after 1890 the influence of this most powerful man in England during

Telegraph.

12. 1915.

(EIGHTEEN PAGES, ONE PENNY.)

EDUCATIONAL.
PITMAN'S NEW STUDENTS NOW JOINING.
Inquiries and admissions invited.
Pitman's Central School, Southampton, W. 10
Branch Schools at BIRMINGHAM, BRISTOL, GLASGOW,
LONDON, MANCHESTER, NEWCASTLE, SHEFFIELD,
SOUTHAMPTON, TRAFFORD, WOLVERHAMPTON.

GREAT OPPORTUNITIES FOR BOYS.
Pitman's School, Southampton, is now accepting
applications from boys for admission to the
school. The school is a day school for boys, and
offers a wide range of subjects, including English,
Mathematics, Science, and History. The school
is situated in a beautiful garden, and has a
modern building with all the latest facilities.
The school is open to boys of all ages, and
admission is free. For further information,
write to the school at Southampton.

CLERKSHIPS FOR GIRLS AND WOMEN.
Pitman's School, Southampton, is now accepting
applications from girls and women for admission
to the school. The school is a day school for
girls and women, and offers a wide range of
subjects, including English, Mathematics, Science,
and History. The school is situated in a beautiful
garden, and has a modern building with all the
latest facilities. The school is open to girls and
women of all ages, and admission is free. For
further information, write to the school at
Southampton.

WRITE FOR PITMAN'S PROSPECTUS.
The prospectus is sent free to all who write for
it. It contains full details of the school, its
subjects, its facilities, and its location. It is
sent to all who write for it, and is a most
valuable document for all who are considering
admission to the school. Write to the school at
Southampton for your prospectus.

CUSACK'S COLLEGE, FINSBURY-SQ., E.C.
London Chamber of Commerce City Centre.
DAY, EVENING, and POSTAL CLASSES at the year round.
CIVIL SERVICE, and PROFESSIONAL EXAMINATIONS.

SUPERB SUCCESSORS 1915.
The London Chamber of Commerce and National Association
of Accountants, and the London Association of
Accountants, have announced the results of the
examinations for the year 1915. The results are
as follows: First Prize, Mr. J. H. Smith; Second
Prize, Mr. J. H. Smith; Third Prize, Mr. J. H. Smith.

LONDON CHAMBER COMMERCE PRIZES, 1915.
The London Chamber of Commerce and National Association
of Accountants, and the London Association of
Accountants, have announced the results of the
examinations for the year 1915. The results are
as follows: First Prize, Mr. J. H. Smith; Second
Prize, Mr. J. H. Smith; Third Prize, Mr. J. H. Smith.

BRILLIANT ACCOUNTANCY SUCCESSORS.
All students (15 to 20 years) who are successful
in the examination of the London Chamber of
Commerce and National Association of Accountants,
and the London Association of Accountants, are
entitled to a First Prize and a Second Prize. The
prizes are awarded to the successful candidates, and
are a most valuable document for all who are
considering admission to the school. Write to the
school at Southampton for your prospectus.

ALL QUALIFIED STUDENTS PLACED, 1915.
The London Chamber of Commerce and National Association
of Accountants, and the London Association of
Accountants, have announced the results of the
examinations for the year 1915. The results are
as follows: First Prize, Mr. J. H. Smith; Second
Prize, Mr. J. H. Smith; Third Prize, Mr. J. H. Smith.

CUSACK'S COLLEGE (1914), FINSBURY-SQ., E.C.
Also at BARGLEY HILL, WATFORD, Herts.
URGENT DEMAND FOR LADY SECRETARIES.
For the year 1915, the school is now accepting
applications from ladies for admission to the
school. The school is a day school for ladies,
and offers a wide range of subjects, including
English, Mathematics, Science, and History. The
school is situated in a beautiful garden, and has
a modern building with all the latest facilities.
The school is open to ladies of all ages, and
admission is free. For further information, write
to the school at Southampton.

CERTIFIED BY CHARTERED ACCOUNTANTS.
The school is certified by the Chartered Accountants,
and is a most valuable document for all who are
considering admission to the school. Write to the
school at Southampton for your prospectus.

**EVERY E.C. GRADUATE IS GUARANTEED A SURETY
OF EMPLOYMENT FROM WHICH TO
SELECT A CONVENIENT CAREER.**

**PROSPECTUS AND A SOLICITOR-GENERAL'S
OFFICE.**
The school is now accepting applications from
ladies for admission to the school. The school is
a day school for ladies, and offers a wide range
of subjects, including English, Mathematics, Science,
and History. The school is situated in a beautiful
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all ages, and admission is free. For further
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M. JAMES VUNFORD R.S.A. & P.C.I.V.D.
The school is now accepting applications from
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information, write to the school at Southampton.

DISTINGUISHED SERVICES.
The school is now accepting applications from
ladies for admission to the school. The school is
a day school for ladies, and offers a wide range
of subjects, including English, Mathematics, Science,
and History. The school is situated in a beautiful
garden, and has a modern building with all the
latest facilities. The school is open to ladies of
all ages, and admission is free. For further
information, write to the school at Southampton.

KENSINGTON COLLEGE.
The school is now accepting applications from
ladies for admission to the school. The school is
a day school for ladies, and offers a wide range
of subjects, including English, Mathematics, Science,
and History. The school is situated in a beautiful
garden, and has a modern building with all the
latest facilities. The school is open to ladies of
all ages, and admission is free. For further
information, write to the school at Southampton.

DAY AND RESIDENTIAL.
The school is now accepting applications from
ladies for admission to the school. The school is
a day school for ladies, and offers a wide range
of subjects, including English, Mathematics, Science,
and History. The school is situated in a beautiful
garden, and has a modern building with all the
latest facilities. The school is open to ladies of
all ages, and admission is free. For further
information, write to the school at Southampton.

ROBEY SCHOOL, CENTRAL BRANCH.
The school is now accepting applications from
ladies for admission to the school. The school is
a day school for ladies, and offers a wide range
of subjects, including English, Mathematics, Science,
and History. The school is situated in a beautiful
garden, and has a modern building with all the
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BUSINESS APPROPRIATE.
The school is now accepting applications from
ladies for admission to the school. The school is
a day school for ladies, and offers a wide range
of subjects, including English, Mathematics, Science,
and History. The school is situated in a beautiful
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CIVIL SERVICE EXAMINATIONS.
The school is now accepting applications from
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ROBEY SCHOOL, RISHFILL SQUARE, E.C.
The school is now accepting applications from
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**CITY OF LONDON COLLEGE, acting in connection
with the HOSPITALITY, HOSPITALITY, HOSPITALITY.**

EDUCATIONAL.
CLARE'S COLLEGE.
The school is now accepting applications from
ladies for admission to the school. The school is
a day school for ladies, and offers a wide range
of subjects, including English, Mathematics, Science,
and History. The school is situated in a beautiful
garden, and has a modern building with all the
latest facilities. The school is open to ladies of
all ages, and admission is free. For further
information, write to the school at Southampton.

CLARE'S NEW TERM TO DAY.
The school is now accepting applications from
ladies for admission to the school. The school is
a day school for ladies, and offers a wide range
of subjects, including English, Mathematics, Science,
and History. The school is situated in a beautiful
garden, and has a modern building with all the
latest facilities. The school is open to ladies of
all ages, and admission is free. For further
information, write to the school at Southampton.

NEW TERM ALL THIS WEEK.
The school is now accepting applications from
ladies for admission to the school. The school is
a day school for ladies, and offers a wide range
of subjects, including English, Mathematics, Science,
and History. The school is situated in a beautiful
garden, and has a modern building with all the
latest facilities. The school is open to ladies of
all ages, and admission is free. For further
information, write to the school at Southampton.

KNOWLEDGE ALL THIS WEEK.
The school is now accepting applications from
ladies for admission to the school. The school is
a day school for ladies, and offers a wide range
of subjects, including English, Mathematics, Science,
and History. The school is situated in a beautiful
garden, and has a modern building with all the
latest facilities. The school is open to ladies of
all ages, and admission is free. For further
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BRANCHES IN YOUR OWN DISTRICT.
The school is now accepting applications from
ladies for admission to the school. The school is
a day school for ladies, and offers a wide range
of subjects, including English, Mathematics, Science,
and History. The school is situated in a beautiful
garden, and has a modern building with all the
latest facilities. The school is open to ladies of
all ages, and admission is free. For further
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CLARE'S COLLEGE, with CALL UPON YOU.
The school is now accepting applications from
ladies for admission to the school. The school is
a day school for ladies, and offers a wide range
of subjects, including English, Mathematics, Science,
and History. The school is situated in a beautiful
garden, and has a modern building with all the
latest facilities. The school is open to ladies of
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SHERBY'S COLLEGE.
The school is now accepting applications from
ladies for admission to the school. The school is
a day school for ladies, and offers a wide range
of subjects, including English, Mathematics, Science,
and History. The school is situated in a beautiful
garden, and has a modern building with all the
latest facilities. The school is open to ladies of
all ages, and admission is free. For further
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EXAMINATIONS ANNOUNCED, DATE JUNE.
The school is now accepting applications from
ladies for admission to the school. The school is
a day school for ladies, and offers a wide range
of subjects, including English, Mathematics, Science,
and History. The school is situated in a beautiful
garden, and has a modern building with all the
latest facilities. The school is open to ladies of
all ages, and admission is free. For further
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PRIZE CADETSHIP GAINED BY M. G. COOK.
The school is now accepting applications from
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MEDICAL COLLEGES AND SCHOOLS.
The school is now accepting applications from
ladies for admission to the school. The school is
a day school for ladies, and offers a wide range
of subjects, including English, Mathematics, Science,
and History. The school is situated in a beautiful
garden, and has a modern building with all the
latest facilities. The school is open to ladies of
all ages, and admission is free. For further
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ROYAL DENTAL HOSPITAL OF LONDON.
The school is now accepting applications from
ladies for admission to the school. The school is
a day school for ladies, and offers a wide range
of subjects, including English, Mathematics, Science,
and History. The school is situated in a beautiful
garden, and has a modern building with all the
latest facilities. The school is open to ladies of
all ages, and admission is free. For further
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SCHOOL OF DENTAL SURGERY.
The school is now accepting applications from
ladies for admission to the school. The school is
a day school for ladies, and offers a wide range
of subjects, including English, Mathematics, Science,
and History. The school is situated in a beautiful
garden, and has a modern building with all the
latest facilities. The school is open to ladies of
all ages, and admission is free. For further
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SUMMER SESSION 1915.
The school is now accepting applications from
ladies for admission to the school. The school is
a day school for ladies, and offers a wide range
of subjects, including English, Mathematics, Science,
and History. The school is situated in a beautiful
garden, and has a modern building with all the
latest facilities. The school is open to ladies of
all ages, and admission is free. For further
information, write to the school at Southampton.

THE LONDON HOSPITAL, MEDICAL COLLEGE.
The school is now accepting applications from
ladies for admission to the school. The school is
a day school for ladies, and offers a wide range
of subjects, including English, Mathematics, Science,
and History. The school is situated in a beautiful
garden, and has a modern building with all the
latest facilities. The school is open to ladies of
all ages, and admission is free. For further
information, write to the school at Southampton.

THE MEDICAL COLLEGE.
The school is now accepting applications from
ladies for admission to the school. The school is
a day school for ladies, and offers a wide range
of subjects, including English, Mathematics, Science,
and History. The school is situated in a beautiful
garden, and has a modern building with all the
latest facilities. The school is open to ladies of
all ages, and admission is free. For further
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SPECIAL TUTORIAL CLASSES.
The school is now accepting applications from
ladies for admission to the school. The school is
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ROBEY SCHOOL, RISHFILL SQUARE, E.C.
The school is now accepting applications from
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**CITY OF LONDON COLLEGE, acting in connection
with the HOSPITALITY, HOSPITALITY, HOSPITALITY.**

SHOOLBRED'S SCHOOL OUTFITS
FOR BOYS AND GIRLS
AT STRICTLY MODERATE PRICES
By Mail or in Person. Write to the
Director, 10, Abchurch Lane, London E.C. 4.

PUBLIC NOTICES.
WORSHIPFUL COMPANY OF SPECTACLE-MAKERS.
The next EXAMINATION in CANDIDATES for the
DIPLOMA and FELLOWSHIP of the COMPANY will take
place at London, May 3, 4, 5, and 6, 1915. Examinations close
April 7.

THE SOCIETY OF CIVILIANIZED ACCOUNTANTS.
The next EXAMINATION in CANDIDATES for the
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PERSISTENCE OF CONSERVATIVE STYLE
Eleven years after Harmsworth had overturned tradition and introduced large display in newspaper advertising the Daily Telegraph and other old English journals still were running front pages like the above, permitting display on inside pages only, though in the Daily Telegraph a limited amount of first-page space could be purchased at a very high rate.

BOLD STREET, LIVERPOOL
DEANSGATE, MANCHESTER

[105]

THE HISTORY AND DEVELOPMENT OF ADVERTISING

the first quarter of the twentieth century was as great as it was in all English activities through that period. This power lives after him in the long string of Northcliffe publications that in 1928 blanket the British Isles more thoroughly than ever and continue to extend their influence in Britain's colonies.

When the Harmsworth revolution struck England with its display type and large-size copy in the daily papers this "Americanization" of typography brought with it considerable direct imitation of American copy styles. Characteristically American copy did not, however, work well. Those who objected to some types of it as "vulgar and obstreperous" doubtless were right, for the English temperament did not respond to it. The English did not like our "you" copy. After some experimenting the more conservative English advertiser, while retaining display type, changed back in copy to abstract headings and formal language text. The "Little Bit of All Right" style of heading continued in use for certain products in connection with which the English mind would not resent a bit of flippancy, but that was English and, also, it was used with discretion. General application of breeziness and billboard method in newspapers was another matter.

After the first shock and reaction, however, there came an indirect adaptation of some American methods, and American technique modified through experiment to fit the British temperament has been a growing factor in English advertising results since display came into use in the London newspapers. The English advertiser, though his results even in 1900 were recognized as excellent by American advertising men who knew the handicaps of lower purchasing power and greater resistance under which he worked, continued his effort to obtain the wider response common in the United States. In 1903 the British government took official cognizance of the more effective advertising and sales methods in the United States and got reports from its consuls. From these reports information was obtained about American market surveys and about plans and copy and advertising agencies and advertising results in this country.

Concurrent with greater spread of the reading habit and improvement in display in England has been a development of the advertising agency along what are known in the United States as modern lines. The advertising contractor, or space-broker type of agency, has ex-

AGENCY DEVELOPMENT IN ENGLAND

isted in England since around 1800. Several of London's large agencies functioning in 1928 date back to the early years of the nineteenth century. John Haddon & Co. was organized in 1814. G. Street & Co. has been serving English advertisers and publications since 1830. C. Mitchell & Co., founded in 1837, published the first newspaper directory in 1845. Other old agencies are Willing & Co., Ltd. (1840), D. J. Keymer & Co., Ltd. (1844), Mather & Crowther, Ltd. (1850), Gordon and Gotch (1853), David Allen Advertising Agency (1857), Wills, Ltd. (1868), Sells, Ltd. (1869), Smith's Advertising Agency (1878). The largest of the modern British agencies, T. B. Browne, Ltd., began business in 1876 and soon thereafter was buying space for Pears' Soap and other international advertisers. Among other large agencies in London are C. Vernon & Sons, Ltd. (1884), S. H. Benson, Ltd. (1893), Paul E. Derrick Advertising Agency (1894), Erwood's, Ltd. (1895), Frederick E. Potter, Ltd. (1897), Saward, Baker & Co., Ltd. (1899), Pools Advertising Service, Charles F. Higham, Ltd. (1908), Dorland Advertising, Ltd. (1906), W. S. Crawford, Ltd. (1914), J. Walter Thompson Company, Lord & Thomas & Logan (1922).

At the beginning of the twentieth century most of the English advertising agencies were still of the type representing a list of newspapers and periodicals with which the contractor had a special arrangement. There were, however, even then agencies which gave full service, notably T. B. Browne, Ltd. London agencies like that of T. B. Browne do an international business, with offices in continental, colonial and American centers and set copy in most of the languages of the earth.

A man who has done perhaps as much as anyone to introduce American methods into British advertising is Paul E. Derrick, who, after having conducted a successful advertising agency in the United States, established an agency in London in 1894. His leading account was Quaker Oats, and it was the decision of this company to enter the English market on a big scale that led Mr. Derrick to open an agency in there. His agency, handling a number of notable English and American accounts, is one of the outstanding organizations in English advertising. During the World War, Sir Charles F. Higham, who had his early training in the United States, carried on an exten-

THE HISTORY AND DEVELOPMENT OF ADVERTISING

sive campaign of advertising to obtain volunteers for army work. This was so admirably done that the King subsequently knighted him. The poster and hoarding work of the British government during the war, all done under the direction of Sir Charles, constituted one of the most notable campaigns of advertising ever conceived.

The average American has an idea that England is far behind us in every phase of advertising development. It is, however, a question whether English advertising is not fully as efficient as our own, everything considered. On the surface it would seem that if the American advertiser can get high results from the melting pot of many races, the Englishman, with a population that is not so mixed, should do even better per capita. Deeper than language, however, are certain social and economic conditions. The lower plane of average income in England is, of course, one big obstacle to advertising response such as is obtained in the United States. A British consul studying advertising in America put it thus: "Here, even among the laboring classes, a woman thinks she must have two or three dresses a year. In our country a woman among the laboring classes would be quite content with one." The average woman in England does not have the same freedom in spending her husband's earnings. And she is a shrewd buyer difficult to influence.

Absence of caste feeling in the United States gives the American woman of every plane in the social scale aspirations which her European sister has not. Advertising to the American woman has increased her desire to possess things. The American husband gratifies her ambitions and is proud to see her reach them. He works hard to earn the money necessary to raise the family's scale of living, and in buying some luxury that the other man makes enables that other man in turn to purchase a luxury for his family. In the so-called working class the English advertiser has no such highly receptive consumer audience.

A member of the government stated in the House of Commons in 1927 that the standard of living was rising in England. In per capita ownership of luxuries like the automobile and radio England stands next to the United States. The English advertiser may yet find a way to get around a difficult set of conditions and make advertising as deep-going in its influence as it is in the United States, adapting such

ENGLISH ADVERTISING IS SKILLFUL

of our methods as he can use. He has been highly successful with advertising that would be a comparative failure in the United States.

Since the World War especially advertising progress in England as measured by our standards has been at a rapid rate. English business in general has become more open-minded to strange ideas. It has acquired a new appreciation of the full possibilities of advertising. London's invitation to the International Advertising Association to hold its convention there in 1924 was a manifestation of the interest in advertising as a great economic force. Formation at this writing of the Institute of Incorporated Practitioners in Advertising, with stringent requirements of a real knowledge of advertising and its application to business, finds the general use of advertising in England at a point which leaves it but little behind the expansion in the United States when difference in consumer income and other dissimilarities of opportunity are considered.

Up to 1890 we learned much from England. Then she began to study our ideas, some of them amplifications of what she had taught us. England has now taken a new grip on the subject. When she discovers the technique for rousing among all classes of the population an active ambition to possess such as we have in the American people the method will be applied with a skill that should cause the American advertising man to look to his laurels.



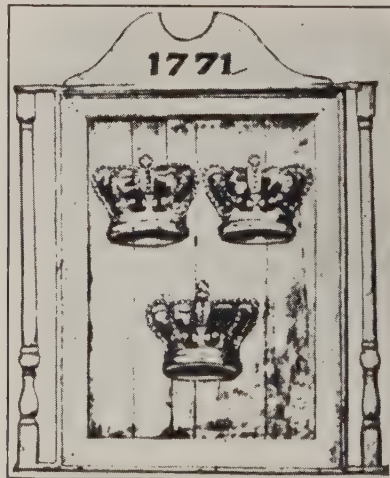
A FIFTEENTH CENTURY PRINTING SHOP

From a decoration in the Sorbonne.



AN INN SIGN BY CORREGGIO

"The Muleteers," which the famous Italian painter did for an inn around the year 1525. It is preserved in the Sutherland Museum in London.



"THE THREE CROWNS" BY
BENJAMIN WEST

Signboard executed by the American painter soon after his arrival in London, where twenty-one years later he succeeded Sir Joshua Reynolds as President of the Royal Academy.



CARTOON BY HOGARTH, USED AS A SIGNBOARD BY A LONDON TAVERN IN THE 1730'S
It was entitled, "A Man Loaded With Mischief, or Matrimony—A Monkey, A Magpie and Wife
Is the True Emblem of Strife." The house in the left background is labeled "Cuckold's Fortune."

Explanation
Knowledge and Labour assisted by their Elements, produce in the art of Gardening, with all conveniences, a fruitful and agreeable garden.

Pine Apples raised and sold by
Henry Scott Gardener at Weybridge, in Surrey.

Where Persons may be supplied with ripe fruit during their absence, and Plants of all Sizes are Sold at the Lowest Price.
 And as the Cherry Trees grow every day from the river London, so ripe fruit may be easily sent by that Conveyance and Plants may be sent by the Weybridge boats to London twice a Week.
 All the same Place, also, sold garden seeds, Vials, Moulds, Fruit Trees, Shrubs, and Green House Plants.
 He also undertakes the Building of Green Houses, Stoves, and Vine Houses, and Exp. no any part of Work in Gardens.
 Letters directed to him will be punctually answered, & upon notice he will attend only Gentlemen, either in Town or Country. He has cut up Pine Apples every Week for 13 Months. He has cut up an Apple of 120 lbs. weight.

BATEAUX de WEYBRIDGE.

On trouve chez lui de fruits mûrs pendant leur absence comme aussi des plantes de toute grandeur au plus bas prix. Comme le Carole le Cherrey va tous les jours à Londres, on peut aisément envoyer des fruits mûrs par cette Voiture de même ceux qui voudront avoir des Plantes pourront venir voir le recevoir deux fois la semaine par les BATEAUX de WEYBRIDGE.
 Il entreprend aussi de bâtir des serres, fourneaux à Marquises, &c. & fait toute sorte d'ouvrages dans les jardins.
 Il répondra régulièrement à toutes les Lettres qui lui seront adressées, & s'attachera à servir les Personnes qui en auront besoin, &c. d'après la Compagnie.

BEAUTY IN ENGLISH SHOPBILLS OF THE EIGHTEENTH CENTURY

A greenhouse man of 1754 who raised pineapples for the tables of the rich sent out this announcement. (Reproduced from an original in British Museum.)

FUNERAL TICKET.



You are desired to Accompany y^e Corps of from
 h^e late Dwelling in to
 on next at of the Clock in the Evening.

Perform'd by Humphrey Dren Undertaker, in King-street Westminster.

Published by Longman, Hurst, Bence, & Orme, St. Pauls Church-yard.

UNDERTAKER'S FUNERAL CARD, DESIGNED BY HOGARTH

It was still in use in 1809. (Reproduction is from an original in British Museum.)



A LONDON BILL STATION IN THE 1840'S

Showing earliest appearance of woodcut illustrations in bills—the equestrienne in the circus poster, the hat or trousers in the tradesman's announcement.



PICTURE THAT INTRODUCED FINE ART INTO ENGLISH AND AMERICAN
ADVERTISING

Bubbles, painting by Sir John E. Millais, purchased by Pears and used in various reproductions as an advertisement for Pears' Soap in 1888.



HIGH CLASS ART IN ENGLISH ADVERTISING IN THE 1880'S
A painting by A. Chevallier Tayler, (Illustrated London News, April 27, 1889.)

SUNLIGHT SOAP

So Clean



Printed by W. P. PITHIE & CO. Lithographers, 20, Broad Street, London, E.C. 4

1176 NGUYEN ET AL.

SIR CHARLES A. CAMERON, M.D.

[illegible]

"THE NEW FROCK" PAINTING THAT BECAME "SO CLEAN"

The Royal Academician who painted *The New Frock* was shocked when he saw it thus reproduced in the *London Illustrated News* for July 20, 1889, but forgave the purchasers in view of the work they were doing in disseminating good art, objecting only to the poorly done wood engraving.



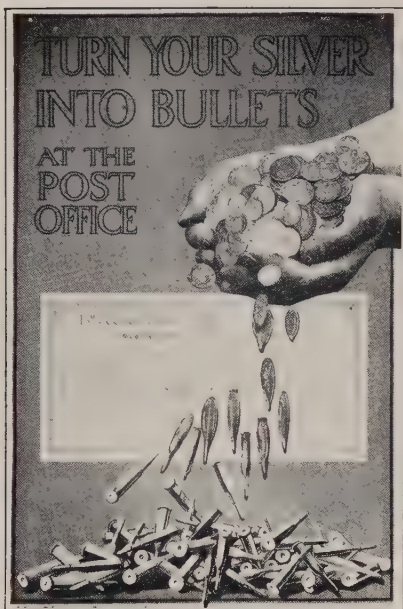
*He won't be
happy
till he
gets it!*

FIRST APPEARANCE OF A FAMOUS ENGLISH
ADVERTISEMENT
(Illustrated London News, November 19, 1887.)



FOCARDI'S SCULPTURE

Purchased by Pears' Soap and used as an advertisement. (First appearance in Illustrated London News, December 14, 1889.)



BRITISH ADVERTISING THAT BROUGHT MEN AND MILLIONS INTO ACTION IN
THE WORLD WAR



MODERN ENGLISH COPY

A story without words which appeared in three colors in the English magazines in 1923. Bovril, a meat extract, is one of England's most widely advertised products.



MODERN COPY OF ONE OF ENGLAND'S LARGEST ADVERTISERS
(A three-color page by Bird's Custard in the magazines in 1927.)



OUTDOOR ADVERTISING IN ENGLAND—HOARDING AT A RAILWAY STATION (1928)



IN THE LONDON UNDERGROUND



INSIDE A RAILWAY TRAINSHED, LONDON



OUTSIDE ADVERTISING ON
LONDON BUSES IN 1928



NIGHT SCENE IN PICCADILLY CIRCUS, SHOWING ELECTRICAL DEVELOPMENT IN 1928

DEVELOPMENT OF ADVERTISING
IN THE UNITED STATES

CHAPTER XIV

WHAT THE PILGRIMS KNEW ABOUT ADVERTISING

While advertising in the United States, like our white population, has been developed from a European foundation, there is no record that it arrived on the *Mayflower* except as we may assume that the uses of the signboard and the printed pamphlet were familiar to men who had lived in England or the Netherlands during the first quarter of the seventeenth century.


America's original settlers came with no knowledge of such a thing as a newspaper, though they may have seen the printed news pamphlets of irregular issue that began to appear in Europe in the sixteenth century. John Smith's party left England fifteen years before the earliest regularly issued newsbook was published there. The Dutch had been in New Amsterdam five years before the *Amsterdam Courant* was born at home and twenty-six years before the friends they left behind saw the *Harlem Courant*. The *Mayflower* sailed nearly two years before the initial issue of London's *Weekly Newes*, and the Pilgrim fathers knew nothing of a newsbook unless those who had been in Holland had seen the *Amsterdam Courant*, first published in 1619.

The first of the old English shopbills date from about 1630, and they were not common until many years later. Accordingly the signboard and the pamphlet probably were the only forms of business announcement other than oral of which the earliest colonists had any knowledge. It was of course years before the settlements in the American colonies had progressed to a point where even that primitive kind of advertising, the signboard, began to appear.

Taverns and coffee houses, which are believed to have been the first users of signboards in America, were not established until communities had a population to warrant them. The first house of entertainment in New Amsterdam was built in 1642, when the hospitable

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NOVA BRITANNIA.
OFFERING MOST
Excellent fruites by Planting in
VIRGINIA.
Exciting all such as be well affected
to further the same.



LONDON
Printed for SAMUEL MACHAN, and are to be sold at
his Shop in Pauls Church-yard, at the
Signe of the Bull-head.
x 6 0 9.

ADVERTISING AMERICA TO ENGLISHMEN IN 1609

In its pamphlet "Nova Britannia" the reorganized London Company sought public support for its Virginia colonization plans, a sentence of the text reading: "And whereas you shall therein read, that we purpose to maintain and carry all in a joint stock for seven years, and then to divide the lands, etc. Yet we thought it meet to let you know, that the stock and merchandise which shall arise from thence, we purpose sooner and so often as the greatness of it shall surmount the charge, to make a dividend and distribution thereof to every man according to his bill of adventure."

enough to give the American thoroughfare the picturesque appearance of a London street of the early eighteenth century, nor were they so well done as the famous English signboards.

Among the first outdoor signs in America were such symbols of the tobacco shop as the running Negro boy and the Indian with hatchet, which are said to have originated in smaller form as counter statuettes

burghers found there were more English travelers between Virginia and New England stopping off at Manhattan Island than they could conveniently care for in their homes. New Amsterdam had then about five hundred inhabitants. By 1647 some enterprising Boniface had added a second tavern to the entertainment facilities of the Dutch colony.

There may have been a higher percentage of literacy among our first colonists than there was among the people of England and Holland as a whole. Nevertheless, the first signboards followed the fashion of Europe and were pictorial. It is recorded that it was by the Sign of the Crowing Cock that the Dutch settlers on Manhattan knew one of the early taverns. That brought association of the Old World, where the rooster had been one of the familiar signs of the tavern.

Colonial signboards in the English settlements followed the style of those in England at that period. They were not, of course, at any time numerous enough or large

INN SIGNS FIRST ADVERTISEMENTS IN AMERICA

in the tobacco shops in England early in the seventeenth century. With these were figures of Sir Walter Raleigh, the Smoking Dutchman, the Highlander extending his open snuffbox, and other mannish which were also used earlier in England as signs for the tobacco shops. The sign gave the shopkeeper an address—"At the Sign of the Smoking Dutchman"—in the absence of street numbers. They were done by men who made figureheads for ships.

"King's Arms" was a favorite sign of the colonial inn, north and south. In Philadelphia and Baltimore pictorial signs were more colorful and more numerous than in New England. In the more southern settlements the taverns displayed many of the designs so common in London, such as "The Bull and the Mouth," "The Seven Stars," "The Golden Hare," and "The Maypole." New York in prerevolutionary days contributed a new idea by picturing a regular American sirloin steak, with a quotation from Shakespeare, "If it were done when 'tis done, then 'twere well it were done quickly."

In Puritan New England, however, signs that reminded of the flesh were not popular. There a coffee house would hang out a prosaic coffee pot in somber black and white. The New England Puritans anticipated Wesley, whose injunction with reference to signboards was that "they are spiritualized with an intent that when a person walks along the street, instead of having his mind filled with vanity and his thoughts amused with the trifling things that continually present themselves, he may be able to think of something profitable."

It was in Philadelphia, then America's art center, that the pictorial sign came into the widest use, just before the revolution. Artists and art students of the period made their living by painting signboards, flags and fire buckets while they waited for portrait or landscape work to bring them fame. Portrait signs, which originated in England with the use of paintings of Queen Elizabeth, had a considerable vogue in Philadelphia in the eighteenth century. A sign well known in Baltimore at the end of the century was a full-length portrait of "Mad Anthony" Wayne in his Continental uniform.

Signs painted for Philadelphia taverns by Matthew Pratt, a pupil of Benjamin West, are said to have approached the English in artistic excellence. Pratt, the first American artist to attain fame for his commercial work, was also a good portrait painter. His portrait of

THE HISTORY AND DEVELOPMENT OF ADVERTISING

Benjamin Franklin is the earliest authoritative likeness of that great American. His style was similar to that of his distinguished teacher, and art histories record a belief that some portrait work attributed to West was done by Pratt.

Pratt's father, a goldsmith, was an intimate friend of Benjamin Franklin. Young Pratt saw much of Franklin, and "Poor Richard" is believed to have exercised considerable influence over him and directed his thoughts. The boy was apprenticed to an uncle in order that he might "learn all branches of the painting business," as he himself expressed it later.

When Benjamin West moved to England, where he rose to be the painter of royalty and the head of the Royal Academy, his pupil, Pratt, presently followed him and was the hero of a romantic incident. West had left behind his sweetheart, a relative of Pratt's. She was being held under lock and key by her guardian, a brother, who wanted her to marry a wealthy merchant. Pratt, in the dead of the night, assisted by no less a person than Benjamin Franklin among others, helped the young woman down a ladder from her chamber window, got her aboard a ship, and, with Benjamin West's father, escorted her to England, where she became Mrs. West. A portrait by Pratt of Benjamin West and his wife hangs in the Philadelphia Academy of Fine Arts.

During the three years he spent in London following this adventure Pratt painted several distinguished persons, including the Duke of Portland and the Duchess of Manchester. Upon his return to America he resumed his sign painting. He liked to describe himself as "a sign painter who does an occasional portrait." Here governors and other leading men sat for him.

One of Modest Matthew's jobs in his pursuit of "all branches of the painting business" was a realistic cock in a barnyard which he painted as a signboard for a beerhouse in Spruce Street, Philadelphia. A judge of art who had a vivid recollection of this sign described it in later years for Dunlap's "History of the Arts of Design in the United States": "The execution was so fine and the expression of nature so exactly copied that it was evident to the most casual observer that it was painted by the hand of a master."

Pratt's most effective signboard from an advertising standpoint

RISE AND DECLINE OF THE PICTORIAL SIGNBOARD

was his painting of the Federal Convention engaged in discussing the Constitution of the United States. There were thirty-eight figures in the picture, and the sign must have been of considerable size. When it was hung out by a tavern at Fourth and Chestnut streets in Philadelphia it brought crowds of people who stood in the street and challenged one another to see who could pick out and name the greatest number of the personages represented, among whom the figure of Benjamin Franklin was one that was familiar to all. "For some time," says the art historian, "the streets were filled with people identifying likenesses."

It was good advertising. The tavern became well known and popular through its sign. Others saw the value of attracting attention by means of a unique signboard. Presumably that branch of Pratt's business boomed. Among the signs done by Pratt which old residents of Philadelphia recalled to Dunlap were a Neptune, painted for Lebanon Gardens in South Street; a fox chase, which hung in Arch Street, and a drovers' scene.

Most of Pratt's signs had verses at the bottom, believed to have been of his own composition. In the Federal Convention painting he inscribed:

*These thirty-eight men have signed a powerful deed
That better times on us shall very soon succeed.*

With the development of other forms of advertising, and municipal restrictions on size, the pictorial signboard waned. In 1834 Dunlap recorded that "Pratt's signs are now all gone." Today the pictorial signboard is confined largely to Greenwich Village restaurants in New York, some motorway eating places, and an occasional tea room in the large city.

CHAPTER XV

FIRST AMERICAN NEWSPAPERS

Before there could be printed advertising in America there had, of course, to be a printing press. There was a printing press in the City of Mexico in 1535, the first to be set up on this side of the Atlantic, and one in Lima, Peru, in 1585. But the work of these presses was confined to tracts and government proclamations. The first book printed on either the North or South American continent was "The Spiritual Ladder of St. John Clemacus." It came from the City of Mexico press in 1535 or thereabouts, and was in Spanish.

It was not until a hundred years later that the British colonies in America got their first printing press. This was imported from England and presented to Harvard University at Cambridge, Mass., in 1638 by the Rev. Joseph Glover. With it came from England our first printer, Stephen Daye. That was only eight years after the arrival of Governor Winthrop and the founding of Boston. The first job, run off in January, 1639, was the Freeman's Oath, the second "An Almanack, Calculated for New England, by Mr. Pierce Mariner."

For more than twenty years the Cambridge press was the only one in the colonies. Then, in 1660, another was sent over from England, by the Corporation for Propagating the Gospel Among the Indians. It was used solely for printing the Bible and other religious books.

The attitude of the colonial authorities toward the printing press was early put into law. In 1664 it was proclaimed in Massachusetts Bay that "no printing shall be done in any town except Cambridge." The power of the printing press had been demonstrated in England during the Cromwellian wars, and the American colonial officials wanted the powder magazine where they could watch it. Ten years

"PUBLICK OCCURRENCES" A SHORT-LIVED ATTEMPT

later, however, the regulation was modified in permitting John Foster to open a printing house in Boston. His first work was on tracts. By the end of the seventeenth century the Boston district had three or four presses. Philadelphia saw its first printing press in 1687 and New York in 1693. Before New York got its press the government of that province was compelled to go to Boston or Philadelphia for its printing.

Newspapers began to come from England before the first printing press arrived in the colonies, but it was fifty-two years after the coming of that press before anyone attempted to print a newspaper here. In the meantime the people of Boston, Philadelphia and New York depended on the coffee houses for the news. There the London newspapers were read, and other news or rumor brought by ship captains from abroad or from other American settlements was retailed to the customers.

In the Virginia colony the rulers are said to have been particularly frank in their opinion that the less the people knew of what was going on the better. Virginia was the last colony to get a printing press. In Massachusetts the restrictions were as rigorous on religious polemics as on political pamphlets.

Then one day in 1690 the Massachusetts Bay authorities received a shock. A colonial newspaper appeared in Boston. It was headed "PUBLICK OCCURRENCES, Both Forrein and Domestick," was dated September 25, 1690, and was published by Benjamin Harris and printed by R. Pierce, "at the London Coffee House."

Publick Occurrences, the first attempt at a newspaper in America, was printed on the first three sides of a folded sheet. There were two columns to the page. Each page of type was approximately 7 inches wide and 12 inches deep. In the first column appeared a prospectus, which the authorities doubtless analyzed again and again in their conferences on this prospective trouble maker. Thus was America's first newspaper venture announced:

I T is designed, that the Countrey shall be furnished once a moneth (or if any Glut of Occurrences happen, oftener,) with an Account of such considerable things as have arrived unto our Notice.

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In order hereunto, the Publisher will take what pains he can to obtain a Faithful Relation of all such things; and will particularly make himself beholden to such Persons in Boston whom he knows to have been for their own use the diligent Observers of such matters.

That which is herein proposed, is, Firft, That Memorable Occurrents of Divine Providence may not be neglected or forgotten, as they too often are. Secondly, That people every where may better understand the Circumstances of Publique Affairs both abroad and at home; which may not only direct their Thoughts at all times, but at some times alfo to affist their Bufineffes and Negotiations.

Thirdly, That some thing may be done towards the Curing, or at least the Charming of that Spirit of Lying, which prevails, amongst us, wherefore nothing fhall be entered, but what we have reason to believe is true, repairing to the best fountains for our Information. And when there appears any material miftake in any thing that is collected, it fhall be corrected in the next.

Moreover, the Publisher of thefe Occurrences is willing to engage, that whereas, there are many Falf Reports, maliciously made, and spread among us, if any well-minded person will be at the pains to trace any fuch falf Report fo far as to find out and Convict the Firft Raifer of it, he will in this Paper (unlefs juft Advice be given to the contrary) expofe the Name of fuch person, as A malicious Raifer of a falf Report. It is fuppos'd that none will diflike this Propofal, but fuch as intend to be guilty of fo villanous a Crime.

It was evident to the governor and his council that they had a clever person to deal with. They took hold of the matter at once. Their problem was to suppress Harris without going into too much detail and without making him a martyr. Four days after the appearance of the Harris sheet the legislative council, calling the paper a "pamphlet," declared it had been issued contrary to law, that it contained "Reflections of a very high nature" and that it was prohibited to issue "anything in print without license first obtained from those appointed by the government to grant the same."

PUBLICK OCCURRENCES

Both FORREIGN and DOMESTICK.

Boston, Thursday Sept. 25th. 1690.

IT is designed, that the Countrey shall be furnished once a month (or if any Glut of Occurrences happen, oftener,) with an Account of such considerable things as have arrived unto our Notice.

In order hereunto, the Publisher will take what pains he can to obtain a Faithful Relation of all such things; and will particularly make himself beholden to such Persons in Boston whom he knows to have been for their own use the diligent Observers of such matters.

That which is herein proposed, is, First; That Memorable Occurrences of Divine Providence may not be neglected or forgotten, as they too often are. Secondly, That people every where may better understand the Circumstances of Publique Affairs, both abroad and at home; which may not only direct their Thoughts at all times, but at some times also to assist their Business and Negotiations.

Thirdly, That something may be done towards the Curing, or at least the Charming of that Spirit of Lying, which prevails amongst us, where nothing shall be entered, but what we have reason to believe is true, repairing to the best foundations for our Information. And when there appears any material mistake in any thing that is collected, it shall be corrected in the next.

Moreover, the Publisher of these Occurrences is willing to engage, that whereas, there are many False-Reports, maliciously made, and spread among us, if any well-minded person will be at the pains to trace any such false Report so far as to find out and Convict the First Raifer of it, he will in this Paper (unless just Advice be given to the contrary) expose the Name of such person, as a malicious Raifer of a false Report. It is supposed that none will dislike this Proposal, but such as intend to be guilty of so villanous a Crime.

THE Christianized Indians in some parts of *Plimouth*, have newly appointed a day of Thanksgiving to God for his Mercy in supplying their extrem and pinching Necessities under their late want of Corn; & for his giving them now a prospect of a very Comfortable Harvest. Their Example may be worth Mentioning.

'Tis observed by the Husbandmen, that altho' the With-draw of so great a strength

from them, as what is in the Forces lately gone for *Canada*; made them think it almost impossible for them to get well through the Affairs of their Husbandry at this time of the year, yet the Season has been so unusually favourable that they scarce find any want of the many hundreds of hands, that are gone from them; which is looked upon as a Merciful Providence.

While the barbarous Indians were lurking about *Cheelmisford*, there were missing about the beginning of this month a couple of Children belonging to a man of that Town, one of them aged about eleven, the other aged about nine years, both of them supposed to be fallen into the hands of the Indians.

A very Tragical Accident happened at *Waver-Town*, the beginning of this Month; an Old man, that was of somewhat a Silent and Morose Temper, but one that had long enjoyed the reputation of a Sobber and a *swave Man*, having newly buried his Wife, The Devil took advantage of the Melancholy which he thereupon fell into, his Wives discretion and industry had long been the support of his Family, and he seemed hurried with an impertinent fear that he should now come to want before he dyed, though he had very careful friends to look after him who kept a strict eye upon him, least he should do himself any harm. But one evening escaping from them into the Cow-house, they there quickly followed him, found him hanging by a Rope, which they had used to tie their Calves withal, he was dead with his feet near touching the Ground.

Epidemical Fevers and Agues grow very common, in some parts of the Countrey, whereof, tho' many dye not, yet they are sorely unfitted for their employments; but in some parts a more malignant Fever seems to prevail in such sort that it usually goes thro' a Family where it comes, and proves Mortal unto many.

The Small-pox which has been raging in *Boston*, after a manner very Extraordinary, is now very much abated. It is thought that far more have been sick of it then were visited with it, when it raged so much twelve years ago, nevertheless it has not been so Mortal. The number of them that have

AMERICA'S FIRST ATTEMPT AT A NEWSPAPER

Front page of Publick Occurrences of 1690, the paper which the Massachusetts colonial government promptly suppressed.

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It is not known whether the council found "reflections" in the prospectus. Among the news items there were several which might be construed as criticism. The local fire item was harmless. So was the suicide—the paragraph did not even give the man's name. The small-pox epidemic was an act of Providence. Most of the news concerning the war with the French in Canada could not be considered as containing reflections on the government. But in that war with French Canada colonials were in service, including some twenty-five hundred men from Massachusetts Bay, and the following item brought to the public mind a subject which it is easy to see the authorities preferred not to have discussed:

'Tis observed by the Husbandmen, that altho' the Withdraw of so great a strength from them, as what is in the Forces lately gone for Canada, made them think it almost impossible for them to get well through the Affairs of their Husbandry at this time of the year, yet the Season has been so unusually favourable that they scarce find any want of the many hundreds of hands, that are gone from them; which is looked upon as a Merciful Providence.

The item on the fortunate agriculturists may have been ironical. There is something suggestive of irony in it. At any rate, it reminded the tiller that the Canadian expedition was potential with economic trouble for him.

Another paragraph told of General Winthrop sending his Indian allies on a raid among the French. They brought home several prisoners, whom "they used in a manner too barbarous for any English to approve." The war was referred to as "this business of Canada," and the hope was expressed that "Almighty God will have Canada to be subdued without the assistance of these miserable Salvages, in whom we have confided too much." That was unquestionably criticism of the conduct of the Canadian expedition.

There was no advertising in the lone number of Publick Occurrences beyond the publisher's editorial announcement of his plans.

Harris was enterprising and daring. If he had not been so promptly suppressed the American newspaper press, and publication advertising, would have gotten a much earlier start. His successors for many years lacked both his ability and independence. In 1692 the newly

STILL THE HANDWRITTEN NEWS LETTER IN 1700

appointed Governor Phips made Harris public printer for the province but printing only what he was told to print was irksome to Harris, and two or three years later he returned to England, where he became a bookseller and publisher of the London Post.

There being no newspaper in America, persons of position or means in the colonies obtained the world's happenings in newsletters written for them by men who made news collecting their business. The postmasters were in the best position to do this work, for they received or handled the few copies of newspapers which came from abroad and had contact with the captains and passengers of incoming ships and other travelers, as well as local residents.

At the beginning of the eighteenth century the writer of such news letters in Boston was John Campbell, who was postmaster. He was a Scotchman, the son of Duncan Campbell, who organized the post-office system in the American colonies. Campbell served a number of persons of position or means in the interior and along the coast. One of his clients was Governor Fitz John Winthrop of Connecticut. A few paragraphs from one of his letters to Governor Winthrop will give an idea of the character of these hand-written news letters:

LAST week arrived a vessel from ffyall and tells that about nine weeks from this time Two Vessels arrived from Scotland and one from Corke, in Ireland, that gave an Acco't that the Union between England and Scotland was concluded upon and said master from ffyall says he see it in publick prints.

They talk from Jamaica of the Spaniards sueing for a peace. That about 20 Grantees were come to Portugale, to get the King of Portugale to interceed with her mag'e of England to appoint Plenipotentiary to Mediat.

Capt. Southack with our Western ffeett arrived yesterday.

Postmaster Campbell (he spelled it with one "l" at first) was, like so many of his contemporaries, a poor speller. But he was a better politician. He served not only Governor Winthrop but the governors of other provinces and various influential persons with the news, and

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when the time was ripe he asked their support for something he wanted. What he asked was authority to publish a newspaper for general circulation. And being regarded as safe he received permission.

Chief Justice Sewall stood waiting at the hand press and took the first copy of John Campbell's newspaper to President Willard of Harvard. It was the Boston News-Letter. The first number was dated "From Monday April 17 to Monday April 24, 1704." It is usually referred to as the first American newspaper because Publick Occurrences of fourteen years earlier had but a single issue, while the News-Letter continued to appear.

The Boston News-Letter was an 8 by 12 sheet, not much larger than a sheet of letter paper. It was printed on front and back, two columns to a page. It was "published by authority." The contents were mostly reprints of news from the London newspapers. The few items that Campbell himself had written were distinguished by his peculiarities of English and spelling. The News-Letter, having learned by the experience of Publick Occurrences, avoided domestic matters, and throughout its career nothing appeared in it to which the provincial authorities could object.

Campbell's lack of enterprise is illustrated by his method of news publication. He felt obliged to make the News-Letter a complete record of world events in chronological order. The result was that, with only four short columns a week in which to do the job, he was far behind. When, in 1722, Campbell sold out to his printer, Bartholomew Green, the new editor found the paper thirteen months behind the London papers.

In typography the News-Letter was patterned on the London papers of the period, with one solid paragraph after another, and no headlines unless there happened to be one on a proclamation or on an address from the throne when given out to the press in London. Mechanical restrictions made economy in the use of space important.

The only advertisement in the initial number of the News-Letter was Campbell's own announcement. It appears likely the advertising rate, as well as the subscription price, was subject to bargaining. The News-Letter's highest rate for an advertisement—"five shillings not to exceed"—would be about sixty-three cents in our present currency.

The Boston News-Letter.

Published by Authority.

From Monday April 17. to Monday April 24 1704.

London Flying-Post from Decemb. 21. to 4th. 1703.

L Enters from Scotland bring us the Copy of a Sheet lately Printed there, Intituled, *A feasible Alarm for Scotland. In a Letter from a Gentleman in the City, to his Friend in the Country, concerning the present Danger of the Kingdom and of the Protestant Religion.*

This Letter takes Notice, That Pop'ls swarm in that Nation, that they traffick more avowedly than formerly, and that of late many Scores of Priests & Jesuites are come thither from France, and gone to the North, to the Highlands & other places of the Country. That the Ministers of the Highlands and North gave in large Lists of them to the Committee of the General Assembly, to be laid before the Privy-Council.

It likewise observes, that a great Number of other ill-affected persons are come over from France, under pretence of accepting her Majesty's Gracious Indemnity; but, in reality, to increase Divisions in the Nation, and to entertain a Correspondence with France; That their ill Intent'ns are evident from their talking big, their owning the Interest of the pretended King James VIII. their secret Cabals, and their buying up of Arms and Ammunition, wherever they can find them.

To this he adds the late Writings and Actings of some dissipated persons, many of whom are for that Pretender; that several of them have declar'd they had rather embrace Popry than conform to the present Government; that they refuse to pray for the Queen, but use the ambiguous word Sovereign, and some of them pray in express Words for the King and Royal Family; and the charitable and generous Prince who has shew'd them so much Kindness. He likewise takes notice of Letters, not long ago found in Cypher, & directed to a Person lately come thither from St. Germain.

He says that the greatest Jacobites, who will not qualify themselves by taking the Oaths to Her Majesty, do now with the Papists and their Companions from St. Germain set up for the Liberty of the Subject, contrary to their own Principles, but merely to keep up a Division in the Nation. He adds, that they aggravate those things which the People complain of, as to England's refusing to allow them a freedom of Trade, &c. and do all they can to foment Divisions betwixt the Nations, & to obstruct a Redress of those things complain'd of.

The Jacobites, he says, do all they can to persuade the Nation that their pretended King is a Protestant in his Heart, tho' he does not declare it while under the Power of France; that he is acquainted with the Mistakes of his Father's Government, will govern as more according to Law, and endear himself to his Subjects.

They magnifie the Strength of their own Party, and the Weakness and Divisions of the other, in order to facilitate and hasten their Undertaking; they argue themselves out of their Fears, and into the highest assurance of accomplishing their purpose.

From all this he infers, That they have hopes of Assistance from France, otherwise they would not be so impudent; and he gives Reasons for his Apprehensions that the French King may send Troops thither this Winter, 1. Because the English & Dutch will not then be at Sea to oppose them. 2. He can then best spare them, the Season of Action beyond Sea being over. 3. The Expectation given him of a considerable number to joyn them, may encourage him to the undertaking with fewer Men, if he can but send over a sufficient number of Officers with Arms and Ammunition.

He endeavours in the rest of his Letters to answer the foolish Pretences of the Pretender's being a Protestant and that he will govern us according to Law. He says, that being bred up in the Religion and Politicks of France, he is by Education a stated Enemy to our Liberty and Religion. That the Obligations which he and his Family owe to the French King, must necessarily make him to be wholly at his Devotion, and to follow his Example; that if he sit upon the Throne, the three Nations must be oblig'd to pay the Debt which he owes the French King for the Education of himself, and for Entertaining his supposed Father and his Family. And since the King must restore him by his Troops, if ever he be restored, he will see to secure his own Debt, before those Troops leave Britain. The Pretender being a good Proficient in the French and Remish Schools, he will never think himself sufficiently aveng'd, but by the utter Ruine of his Protestant Subjects, both as Hereticks and Traitors. The late Queen, his pretended Mother, who in cold Blood when she was Queen of Britain, advis'd to turn the West of Scotland into a hunting Field, will be then for doing so by the greatest part of the Nation; and, no doubt, is at Pains to have her pretended Son educated to her own Mind: Therefore, he says, it were a great Madness in the Nation to take a Prince bred up in the horrid School of Ignorance, Persecution and Cruelty, and filled with Rage and Envy. The Jacobites, he says, both in Scotland and at St. Germain, are impatient under their present Straits, and knowing their Circumstances cannot be much worse than they are, at present, are the more inclinable to the Undertaking. He adds, That the French King knows there cannot be a more effectual way for himself to arrive at the Universal Monarchy, and to ruine the Protestant Interest, than by setting up the Pretender upon the Throne of Great Britain, he will in all probability attempt it: and tho' he should be persuaded that the Design would miscarry in the close, yet he cannot but reap some Advantage by unbroiling the three Nations.

From all this the Author concludes it to be the Interest of the Nation, to provide for self defence; and says, that as many have already given this Alarm, and are furnishing themselves with Arms and Ammunition, he hopes the Government will not only allow it, but encourage it, since the Nation on ought all to appear as one Man in the Defence.

INITIAL NUMBER OF FIRST REGULARLY ISSUED AMERICAN NEWSPAPER,
APRIL 24, 1704

THE HISTORY AND DEVELOPMENT OF ADVERTISING

That is probably what the News-Letter got for twenty lines, which appeared to be the limit on advertisements, or about one and a half cents an agate line for a circulation of two or three hundred copies. Boston in 1704 had 8,000 inhabitants, white, black and red. The first advertising solicitation made in this country appeared at the bottom of the last column on the back page and read:

*N. London, April 10. The Adventure, A Vessel 60 Tuns;
will Sail from thence to London, in three Weeks or 4
Months time.*

Advertisement.

THIS News Letter is to be continued Weekly;
and all Persons who have any Houses, Lands,
Tenements, Farms, Ships, Vessels, Goods, Wares
or Merchadizes, &c. to be Sold or Lett, or Servants
Run away; or Goods Stollen or Lost, may have the
same Inserted at a Reasonable Rate; from Twelve
Pence to Five Shillings, and not to exceed: Who
may agree with *Nicholas Boone* for the same at his
Shop, next door to *Major Davis's*, Apothecary in
Dorset, near the Old Meeting House.

• All Persons in Town and Country may have said
News-Letter Weekly upon reasonable terms, agreeing
with *John Campbell* Post-Master for the same.

In the third number of the News-Letter, dated May 1-8, 1704, appeared the first paid advertisements published in America. There were three, occupying together four inches of space, single column. The only display was the word "Advertisements" over them and a two-line initial in the text. One was an offer of reward for the capture of a thief and the return of "several sorts of men's apparel, both woollen and linnen . . . stollen the 4 instant from the house of James Cooper." Another, which had appeared in the news columns the day before, was a reward for the return of two anvils which had been "taken up" from a Mr. Shipen's wharf. And this:

AT Oysterbay, on *Long Island* in the Province of
N. York, There is a very good Fulling-Mill, to
be Let or Sold, as also a Plantation, having on it a
large new Brick house, and another good house by it
for a Kitchin & workhouse, with a Barn, Stable &c.
a young Orchard and 20 acres clear Land. The Mill is
to be Let with or without the Plantation; Enquire of
Mr. William *Bradford* Printer in N. York, and know
further.

SLAVE ADVERTISEMENT A LEADER IN VOLUME

This offered something for sale, and, ignoring the two lost-property pieces in the same issue, we shall call the real estate piece the first American newspaper advertisement and give our real estate advertisers the longest pedigree.

Bradford, the advertiser, was New York's earliest printer. He became the publisher of New York's first newspaper twenty-one years after he inserted that Oyster Bay real estate advertisement in the *News-Letter*.

The following, from the *News-Letter* of May 15-22, 1704, represents a class of advertising that has disappeared:

CAPTAIN Peter Lawrence is going a Privateering from Rhode Island in a good Sloop, about 60 Tons, six Guns, and 90 men for Canada, and any Gentlemen or Sailors that are disposed to go shall be kindly entertained.

Also these, from the June 5-11 issue of the same year, which the modern reader is shocked to find in the files of a Boston newspaper:

TWO Negro men and one Negro Woman & Child to be Sold by Mr. John Colman, Merchant, to be seen at Col. *Charles Hobbey*, Esq. his House in Boston.

A NEGRO Woman about 16 years Old, to be sold by John Campbell, Postmaster, to be seen at his House, next door to the Anchor Tavern.

Slaves for sale constituted a good percentage of the advertisements in the *News-Letter* and other newspapers in the eighteenth century. In Philadelphia and New York such advertisements were even more common than in Boston.

Slave sales, runaway apprentices, lost articles, books and real estate were the only subjects of advertising in the *News-Letter* until the seventeenth week, when a ship chandler inserted the first American store advertisement:

AT Mr. *John Miro* Merchant, his Warehouse upon the Dock in *Boston*, There is to be Sold good Cordage of all Sizes, from a Spurn-yarn to Cables of 13 inches, by Whole-sail or Retail.

Labour is forbidden thereupon.
the 27th. Day of April 1704. In
the 1st Year of Her Majesties Reign.

3. DUDLEY.

cr.

Save the Queen.

29. By Letters thence, on
Friday the 28th. four Indians
led of Richard Waldron's Esq. at
about 150 yards from the Garri-
Jugg of Water, about half an
hour: Supposed to be the same In-
dian mischief mentioned in my last,
viz. and Edward Taylor: They
were sons; viz. Whether there was
any put on Shoar in New-England
that was become of the French-
men? What number of Souldiers
were there? What Mr. Waldron had
done all day? What he designed
to do? Timber hal'd to the side of his
boat, that they had lyen near
it, and a Week before to wait
for them: they saw to pass over his Boom
in two Hours, by Sun-set; and
on his return, they had
cut off the Boom, as near as pos-
sible the Maid came along, and were
otherwise they must have been
told her also that they had been
in the Field; that one of them had
been shot, and going to discharge, a-
gain to forbear, he would pre-
sently be shot at him: They likewise
said that he was near for him to build his
house, and that it were in vain for him
to stand hard in his Field, for he should
be shot, nor drink the Cyder, for that
it was by & by, and roast him, and
In the Interim Mr. Waldron
said; the Watchman on the Top
of the Tower, who it was, call'd out,

that 2 Men of War are daily expected there from
Lisbon to Strengthen the Convoy. Capt. Davison
in the Eagle Gally hopes to Sail with them, he purposes
from hence about 25 of this Month. Capt. Burger
and Davis Sail'd last Week for Virginia, to joyn the Con-
voy home, and Capt. Potter designs also next Week. A
Ship of 350 or 400 Tuns, Capt. Harrison Commander, was
lately burnt in Virginia having on board 460 Hogheads,
'tis said the Gunner went Drunk to Bed, and let a Can-
dle burning in his Cabin, by which the Ship was fired &
he and 2 or 3 were burnt in her.

Subartificients.

STollen the 4 instant in the Morning out of the house
of James Cooper, near Charlestown Ferry in Boston,
several sorts of mens Apparel, both Woollen & Linnen,
by an Irish man, speaks bad English; he is a young man
about 22 years of Age, low Stature, dark coloured hair,
round visage, fresh coloured: he ript a small stript Tick-
ing-bolster, and put some of the Goods in that he carry'd
away. Whoever discovers said Person, or Goods Stol-
len, so as both be secured, shall have sufficient reward
at the place aforesaid.

AT Oysterbay on Long-Island in the Province of N.
York; There is a very good Fulling-Mill, to be Let
or Sold, as also a Plantation, having on it a large new
Brick house, and another good house by it for a Kitchen,
& work house, with a Barn, Stable, &c. a young Orchard,
and 20 Acres clear Land. The Mill is to be Let with or
without the Plantation: Enquire of Mr. William Brad-
ford Printer in N. York, and know further.

LOst on the 10 of April. last, off of Mr. Shipen's Wharf
in Boston, Two Iron Anvils, weighing between 120
& 140 pound each: Whoever has taken them up, & will
bring or give true Intelligence of them to John Campbell
Post-master, shall have a sufficient reward.

His News-Letter is to be continued Weekly; &
All Persons who have any Houses, Lands, Tenements,
Farms, Ships, Vessels, Goods, Wares or Merchandizes, &c.
to be Sold, or Let; or Servants Run-away, or Goods Stole
or Lost; may have the same inserted at a Reasonable Rate,
from Twelve-pence to Five Shillings, & not to exceed:
Who may agree with John Campbell Post-master of Bos-
ton for the same: And if in the Country, with the Post-
master of the respective Towns, to be transmitted to the
Post master of Boston: & all such Advertisements are
to be brought in Writing to said Post-Masters.

All Persons in Town & Country may have said News-
Letter every Week by the Year, upon reasonable terms,
agreeing with John Campbell, Post-master for the same

BEGINNING OF AMERICAN NEWSPAPER ADVERTISING

Three announcements on page back of third number of Boston News-Letter, May 8, 1704. From original (8 x 12 inch page) in the Library of the New York Historical Society. (Reproduction shows exact size of type in original.)

OUR FIRST PUBLISHER NOT ENTERPRISING

The same issue had an offer from Joseph Hiller of "good Fyall Wine" and "right Canary wine," which he would sell "by the Pipe, Quarter Cask or smaller quantities." From time to time cloth merchants selling by the yard would make announcement of a new importation from England, and at rare intervals someone would offer made-up frocks. But store advertising was but a small part of a small total.

In those days the store or shop was a "warehouse." Nearly every family was making its own clothing. And even for material there was not in a town of eight thousand or ten thousand with a sparse contiguous territory enough demand to warrant many warehouses. Campbell had no field in which to drum up advertising such as a generation earlier Houghton, the "Father of Publication Advertising," had found in London, with its population of 500,000, its wealth, its fashion and its position as a metropolis.

Nevertheless, it is apparent that had Campbell or his successors on the News-Letter possessed any of Houghton's enterprise or persistence they would have obtained a greater volume of advertising. At the end of three years a total of five inches in an issue was a heavy run, some numbers appearing without a single advertisement. It was

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f their Aids,
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tention ever

Philadelphia, Aug. 11. On Saturday last, Elazar Darby arrived at Salem, about 4 days before, The French Privateer gave him his Sloop, after they plundered her of a great part of her Loading.

Advertisements.

AT Mr. John Mico Merchant, his Warehouse upon the Dock in Boston, There is to be Sold good Cordage of all sizes, from a Spurn-yarn to Cables of 13 inches, by whole-sail or Retail.

ALusty Negro Man-slave to be Sold by Thomas Palmer Esq. and to be seen at his House in Boston.

AT Mr. Joseph Hiller's House near the Mill-bridge in Boston, There's good Fyall Wine to be Sold by the Pipe, Quarter Cask, or smaller quantities, as also right Passado's and right Canary by the Quarter Cask or smaller quantities, at reasonable prices.

B. Green. Sold at the Post-Office. 1704.

FIRST NEWSPAPER ADVERTISEMENT BY AN AMERICAN MERCHANT

The ship chandler's announcement on the back page of the Boston News-Letter for August 21, 1704, and two other advertisements in the typography common in America as well as England during the first half of the eighteenth century.

THE HISTORY AND DEVELOPMENT OF ADVERTISING

not until 1730 that its volume of advertising had grown to a column a day, and it took twenty years more to make it a column and a half. The character of the paid announcements may be judged by an even dozen which occupied a column in the issue for December 3-10, 1730:

1. Removal announcement by general store
2. Proclamation of smallpox case signed "By Order of Select-Men"
3. Debtor's denial of report that he had absconded
4. Notice of theft of a 40-foot sloop
5. London callimancoes and butter for sale
6. Collection of books for sale
7. Black velvet, chinaware and tea offered by woman shopkeeper
8. European-made cloths for sale
9. Empty bottles and corks for sale
10. Four pounds reward for runaway servant
11. Runaway servant—four pounds reward
12. "Satisfaction to content" for return of runaway servant.

CHAPTER XVI

FRANKLIN'S CONSTRUCTIVE INFLUENCE ON ADVERTISING

It was fifteen years after the founding of Campbell's News-Letter before anyone else had courage enough to undertake the publication of another paper. Then came two, born a day apart. In Boston the new postmaster, William Brooker, issued the Massachusetts Gazette on December 21, 1719, and in Philadelphia the next day appeared the American Weekly Mercury, published by Andrew Bradford, postmaster of Philadelphia and son of William Bradford, the pioneer printer.

These papers were approximately the same size as the News-Letter, had about the same typography and the same kind and paucity of advertisements.

Then the Franklins came into journalism and sowed the seed of a free press and an expansion of advertising. In Boston, James Franklin, elder brother of Benjamin, issued, in 1721, the New England Courant and presently was putting so much live language into his paper that he was sent to jail. (In Philadelphia, after Benjamin Franklin had removed there from Boston, the Mercury, a government paper, got into difficulties through the publication of an essay on the abstract subject of liberty contributed by Ben.)

Benjamin Franklin was an apprentice in his brother's printing office when James started the New England Courant. James Franklin seems not to have encouraged all of his young brother's aspirations, for Benjamin tells us in his Autobiography how he was compelled to use anonymity to obtain publication for his articles in the Courant. He would slip his writings under the door, where James would find them, never suspecting that the profound contributor was young Benjamin.

When James Franklin was sentenced to jail and forbidden to publish a newspaper Benjamin was released from his apprenticeship in

THE HISTORY AND DEVELOPMENT OF ADVERTISING

order that he might become publisher of the *Courant*. He was then sixteen years old. In announcing the change of editorship Benjamin said that it seemed the public press had been "souring the tempers of persons formerly esteemed the most sweet and affable" and declared that under the new management "the main design of this weekly paper will be to entertain the town with the most comical and diverting incidents of human life." Benjamin succeeded in keeping out of jail, but he appears to have used humor with a political purpose. In his *Autobiography* he says:

During my brother's confinement I had the management of the paper; and I made bold to give our rulers some rubs in it which my brother took very kindly, while others began to consider me in an unfavorable light, as a young man who had a turn for libelling and satire.

Upon his removal to Philadelphia in 1723 Benjamin Franklin found employment for a time in the printing shop of Samuel Keimer. When Keimer, in 1728, began the publication of the *Universal Instructor in All the Arts and Sciences* and *Pennsylvania Gazette*, Benjamin Franklin was again in his employ. A few months later Franklin, with H. Meredith as partner, got control of the paper and shortened its name to *Pennsylvania Gazette*. (This is the basis of the familiar editorial page portrait of Franklin in the *Saturday Evening Post* of today and the words "Founded A. D. 1728." The advertising giant of the age is a lineal descendant of Benjamin Franklin's periodical of news and essays.)

There were now seven newspapers—the *News-Letter*, *Massachusetts Gazette* and *Journal* in Boston, the *Gazette* in New York, *Maryland Gazette* in Annapolis, and the *Mercury* and *Pennsylvania Gazette* in Philadelphia.

Franklin's lucid style of writing and the excellence of his typography at once attracted attention throughout the colonies. He put in new and larger type, watched paper and ink and press work, and got better printing. Good use of leading and white space helped further to make the *Pennsylvania Gazette* the best-looking sheet. Four pages instead of two was another step ahead. The circulation of ninety copies per issue quickly went into the hundreds.

FRANKLIN'S TYPOGRAPHY AHEAD OF THE ENGLISH

Franklin had from the start more advertising in each issue than any other paper in the colonies had been able to drum up after from three to twenty-four years of effort. His excess was mostly in book advertisements, which he went after with special vigor. In the Pennsylvania Gazette, as elsewhere, however, runaway bond servants and runaway slaves were the subjects of many advertisements. In the first years of American journalism the runaway slave appears to have been the mainstay of the business office.

It was in the advertising, of which he early had from one to two columns an issue, that Franklin's typographic skill found its chief opportunity. He opened up soggy columns by separating each advertisement from its neighbors above and below with several lines of white space. A

14-point heading for each advertisement was another innovation. At first the heading constituted the first line of the advertisement. Later it was shortened and centered, making a real heading. Franklin's combinations of type were pleasing. His typography as a whole was ahead of that in the London newspapers of the period.

Illustrations in advertising, which were so severely tabooed in London, even at a much later period, began to appear in Franklin's paper before the middle of the century. The first pictures were little

Barbadoet, Math. Whalan for Bristol, and Benj. Mulberry for London.

Advertisements.

Lost at Mrs. Wardwell's at the Orange Tree, A Cane, Any Person that brings it there, shall have Ten Shillings reward, and no Question ask'd.

To be Sold, a Likely Negro Man aged about Twenty-five or Twenty six. Inquire at the Post Office.

RAN away on the 6th Instant, a Negro Man, named Cesar, about 22 Years of Age, of a middle Stature, and well set. Had on a dirty Cotten and Linnen Shirt, and Ozenbriggs Breeches, open at the Knees. He took with him an old Cherridery Jacket a striped red and White Wollen Cap, without Shoes or Stockings. Note, He is wont to bide on board Vessels, unknown to the Commanders, in order to get off.

Also ran away the 23d of June last, a Negro Boy named Gemmy Connungo, about Twelve Years old, well set. He had on when he went away, a speckled Linnen Shirt, a pair of Canvas Breeches, open at the Knees, without Shoes or Stockings. He carried with him a Canvas Jacket, and a Cotten Shirt.

Whoever shall take up the said Run aways, or either of them; and convey them to their Mr. John Gibbs Painter, near Scarlet's Wharff, Boston, shall have Five Pounds Reward for the Man, & Ten Pounds for the Boy, besides all necessary Charges paid. Boston July 9th. 1724.

Newly arrived from London &c to be sold by Mr. Wm. Clark in Merchants Row near the Swinging Bridge, Hausers from 3 & half to 7 Inches, Sbraud Hausers from 3 to 5 Inches, &c running Riggins from Ratlins 10 3 Inches, at reasonable Rates, by whole sale or retail.

TO be sold a House & Land at the South-End of Boscn near Bulls Wharfe, belonging to Capt. Welland, inquire of said Capt. Welland, or of Capt. Joseph Bull.

HILIP MUSGRAVE Polt Master, at his re taken in, and all Gentlemen and others may with this Paper.

SLAVE ADVERTISEMENTS IN BOSTON IN EIGHTEENTH CENTURY

From the back page of the Boston Gazette for July 13, 1724 (Enlarged one fifth.)

THIS REASONABLY BY THOMAS DUDLEY, BAKER.

ODRAN DUPUY, next Door to the Bell in Arch-street, on Monday Feb. 10. opened a **FRENCH SCHOOL**. Where whoever inclines to learn the French Language, may be taught it on reasonable Terms. His Wife also teaches young Ladies Needle Work.

The said Dupuy, having served Seven Years in London, to the Business of a Watch Finisher, (which is the principal part of Watch-making) and allowed by the chief of the Trade to be a correct Workman, proposes also to mend and clean **WATCHES**; and has a true Method of bringing a Watch to go nearly exact, whether hanging, moving, or lying flat; whereas the Difference is commonly very considerable; as any Gentleman, may be satisfied, by setting his Watch with a well-regulated Clock, and hanging it up 24 Hours; then observing how much they disagree, he may set the Watch with the Clock again, and lay it on a Table for 24 Hours more; and compare the two Differences together.

A SERVANT Man's Time for 3 Years and four Months, to be disposed of. He is a likely hearty young Fellow. Enquire of the Printer hereof.

ANISGUA Rum, St. Kits Mellasses, Chocolate, Cotton, Ginger and Pepper, and sundry other Sorts of Goods Sold by wholesale or Retail, by William Graham, at the House where Henry, Hodge lately dwelt.

RUN away the 11th Day of November past, from Rees Pritchard of Whiteland, Chester County, an Irish Servant Man named Lawrence Keron, aged about 22 Years, a well set Man, freckled Complexion and mark'd with the Small Pox, fancy curl'd Hair; brownish Cloth Coat, Buttons of the same, and Breeches of the same Cloth; Cotton and Linen Shirt, blue and white mix'd Yarn Stockings, and another Pair of light colour'd Yarn Stockings, footed with dark-coloured Yarn a good deal above the Knee; an old Felt Hat, with a Piece cut out of the Brim, and cock'd up so as to hide it, wooden heel'd Shoes, and a Pair of old Shoes that have been mended and cover'd. Whoever takes up and secures the above-mentioned Servant, so that his Master may have him again, shall have Forty Shillings Reward, and reasonable Charges paid by Rees Pritchard.

N. B. It is supposed he is gone towards Maryland.

Just imported, another Parcel of SUPER FINE CROWN SOAP.

It cleanses fine Linens, Muslins, Laces, Chincies, Cambricks &c. with Ease and Expedition, which often suffer more from the long and hard Rubbing of the Washer, through the ill Qualities of the Soap they use, than the Weaving. It is excellent for the Washing of Scarlets, or any other bright and curious Colours, that are apt to change by the Use of common Soap. The Sweetness of the Flavor and the fine Lather it immediately produces, renders it pleasant for the Use of Barbers. It is cut in exact and equal Cakes neatly put up, and sold at the New Printing Office, at 1 s. per Cake.

READY MONEY for old RAGS may be had of the Printer hereof.

berry-Alley, or the Printer hereof. Likewise two Servants to be Sold; the one a Weaver that has Three Years and a Half to serve, the other a Taylor four Years and a Half. Enquire of the Printer hereof.

Just Published,

EVERY Man his own Doctor: or the poor Planter's Physician. Prescribing plain and easy Means for Persons to cure themselves of all, or most of the Distempers incident to this Climate, and with very little Charge, the Medicines being chiefly of the Growth and Production of this Country. Sold by the Printer hereof, pr. 1 s. with Allowance to those who take a Quantity to sell, or give away in Charity.

To be SOLD,

A Plantation containing 300 Acres of good Land, 30 cleared, 10 or 12 Meadow and in good English Grass, a House and Barn, &c. lying in Nantmeal Township, upon French-Creek, about 30 Miles from Philadelphia. Enquire of Simon Meredith now living on the said Place.

VERY good LAMPBLACK made and sold by the Printer hereof.

ALL Persons indebted to the Estate of Joseph Harrison, Carpenter, late of Philadelphia, deceased, are hereby required to make speedy Payment to John Harrison, or John Leech, Executors. And those who have any Accounts to settle, are desired to bring them in.

STOLEN from Joseph Jackson of Bristol in Bucks County, about a Week ago, the following Goods, viz. off the Tenters, wets, three pair of black Worsted Stockings, and one pair Yarn Stockings dipp'd in the black Dye, but not a good Black. Out of the Dye-House, one Pair of worsted Stockings dyed of a light copper colour, and a Woman's Gown of striped Pennella, it had been yellow and blew and white striped small, but now dyed light Copper colour; also a woollen druggist gown of a copper-colour, and the Thief has tore all the upper Part off both Gowns, and left them. And out of the Fulling-Mill there is taken about four or five Yards of blue Linsey, only full'd and wet, being just taken out of the Stock, and hanging to drain. The Thief is supposed to be a luffy well-set Welshman, who pretends to be a Farmer and Shoemaker, there being such a one lurking about this Town some Days before the Thief was committed; he went to several Places and enquir'd for Work, but not of any body that was likely to employ him; he has not been seen hereabouts since, but is supposed to be gone towards Philadelphia. Whoever gives Notice of the above Goods so that they may be had again, and the Thief brought to Justice, shall be paid Three Pounds as a Reward, by Bristol, Dec. 15.

Joseph Jackson.

A L E P P O I N K.

FOR the true staining Blush, equal to any Sort of Ink whatever; and far exceeding all other Sorts in the Lastingness of its Colour: So that no Ink is so proper as this for Records, Deeds, and other Writings which ought to endure. Sold at the New Printing-Office. Price 1 s. a Bottle. Where also you may have good common Ink.

PHILADELPHIA: Printed by B. FRANKLIN, at the New-Printing-Office near the Market. Price 10 s. a Year.

Where Advertisements are taken in, and **BOOK-BINDING** is done reasonably, in the best Manner.

ADVERTISING TYPOGRAPHY OF BENJAMIN FRANKLIN'S NEWSPAPER IN 1735

Other papers were then still following the style of the Boston News-Letter, and of the London newspapers, in which advertisements were set solid, with no display and no separation of one advertisement from another. (Paper size of original page: $7\frac{1}{4} \times 11\frac{1}{2}$ inches. Width of column in original, $3\frac{1}{4}$ inches.)

TO be sold, by Joseph Procter and Deborah Warner Ex-
ecutors to the Estate of Capt. William Warner dec'd, a Track
Land, with a Cooper Shop on it, ninety Foot deep, and twenty
Avenue Breadth, on the Wharfe commonly called Momfart's
Wharfe, below the Sign of the Dolphin and also a Slip of Wharfe,
belonging to said Estate with a good Title to be given.

To be sold by Benjamin Church by Vendue on Thursday next.

Garlicks, Tandems, 3 4lbs 7 8lbs and yard wide Cocks,
Dung, fig'd Clubs Rattens, Plods, broad Clubs, Men's and Wo-
men's Hosi, Handkerchiefs bed Ticks wearing Apparel of sundry Sorts,
Cafe of Bakes Tea &c. &c.

TO be Sold, a Schooner about Tons with all her
Appurtenances. Inquire of Thomas One, Esq. of Marblehead.

Just Imported, and to be sold by Mr John Jones, a par-
cel of choice Lingum V. &c.

THESE are to give Notice to the Publick that by Order of
the Select-Men, Mr John Tuttle hath the whole Care of
the North Burying-Place.

This Day is Publish'd,

And to be Sold by Rogers and Fowle in Queen-Street next to the
Prison the following Pamphlets,

GOD'S Sovereignty and His Universal Love to the Souls
of Men reconciled, in a REPLY to Mr John than Dickinson's
Remarks upon a Sermon intitled: Eternal Life GOD'S Free Gift,
left and upon Men attending to their moral Behaviour, or Free Grace
and Free Will concern, in the Affairs of Man's Salvation. Done in the
Form of a Dialogue, wherein Mr. Dickinson's Arguments are expressed
in his own Words. By JOHN BEACH, A. M. The other is, a
Letter to Mr. JONATHAN DICKINSON in Defence of Aris-
tides to Autodid concerning the Sovereignty and Promises of GOD,
From AMUEL JOHNSON, D. D.

TO be sold, A large Brick House, with a large Garden,
and Conveniences on the Water side, adjoining to M. White's
Shipyard, at the North End of Boston. Inquire of Mr. John Salter
Brazier, or of Mr. Leonard Jarvis of said Boston, near the Swing
Bridge.

ALl Persons that are Indebted to, or have any De-
mands on the Estate of Mr. Samuel Gardner, late of Boston
Shopkeeper, dec'd, are desired speedily to bring in their Ac-
counts to Elizabeth, John, and Joseph Gardner, Executors of the last
Will and Testament of the said Dec'd, in order for Adjustment.

TO be sold the Mill at Roxbury, with the House, Barn,
Garden, and about 2 Acres of Land. Enquire of Joseph Cleavelly
at said Place.

A Carriage Chaise House and Stable to be Let near the
Boston House. Likewise a good Wines Vault. Inquire of the Printer.

Any Person wanting to put out a Child, in the Country
to a wet Nurse, may hear of a Place. Enquire of the Printer.

This is to give Notice, that a Number of Carpenters
are yet wanted at Annapolis Royal and Louisbourg, in the Ser-
vice of the Honourable Board of Ordnance; such (good Workmen)
as are inclined to be employed there, shall meet with very good
Encouragement, if they apply to Charles Apthorp and Thomas Ham-
mond, Agents for said Board. Boston April 18th 1747.

Imported in the last Ship from LONDON.

Sold by Gerrish & Barrell at their Store on Becher's Alley Barffe

BROAD and narrow English Duck Ravens Duck, Ticklenburgs,
Cuznabrigs, and Crocus, Ell wide, yard, seven eights, and 3 quar-
ter Garlets, Bagg, Gulers, Nuns and Tandem Hollands, long Lawm-
pitts, Lays, Cambricks, clouting, Diaper and Damask and Diaper
Tablings of all sorts, Linnen Cloths, plain, striped and flower'd
Dimities, Nuns Treads and Taper, Russ, Lawns, Buckrams, per-
fine Broadcloth and Trimmings, blue and white Thicks, striped Swan-
skins, heavy Coatings, Keteleys half Thicks, striped Swan-
skins, broad and narrow Flannels, red and blue Bays, Flannels and
some more of the like sort.

RAN away from Samuel White of Flower Hill the 27th ulte
a stick well set Negro Man, named Duffin, 25 Years of Age, with
lightish colour'd Homespun Coat with Jacket, Silver buttons, a dark
raten Jacket, a striped Jacket and Breeches, large brass shoe Buck-
els. Whofoever shall take up said Negro, and return him to the
Subscriber shall have five Pounds old Tenor Reward, and a ne-
cessary Charges delayed by me. Samuel White.

N. E. The Fellow above described has also a light colour'd green Coat
red Cap with a black Wig, and with doublets, as is usual for Runaways
hange and vary his Driss, as often as possible, that he may the more
effectually compleat his Design.

Just publish'd and sold by Kneeland and Green in Queen-Street

THE Separation of the Tares and Wheat reserved to
the Judges L. A Sermon Preached upon a particu-
lar Occasion at Just-houses in the County of Bristol, Jan. 9 1746
from Mat XIII. 30. Wherein that Question is largely discuss'd
Whether an honest Knowledge of the Brethren be attainable by ordi-
nary Believers in this Life. Publish'd at the Request of the Hearers.
John Cotton, M. A. Pastor of the Church in Halifax.

Left in a Hatter's Shop in Boston about a fortnight ago
a Handkerchief with Linnen in it; the Owner may have it pay-
ing Charges. Inquire of the Printer.

Now in the Press,

In Two Volumes, large Octavo,

(the First whereof will be publish'd by the 15th of M.,
Stitch'd, and Sold by Rogers and Fowle in Queen-Street.)

The History of the Martyrs, Alphabetically epitomiz'd
being a Cloud of Witnesses; Or, the Sufferers Mirror, made
up of the Swan-like Songs, and other Choice Passages of a
Number of Martyrs and Confessors to the End of the sixteenth Ce-
ntury, in their Treatises, Speeches, Letters, Prayers, &c. in their Pri-
sons, or Exiles; at the Bar, or Stake, &c. Collected out of the
classical Histories of Eusebius, Fox, Fuller, Clark, Paris, Sautels
and Mr. Samuel Ward's List of Faith in Death, &c. By Thom-
as Hall, M. A. N. B. The first Volume contains Accounts of about
one Hundred and Sixty of them. With a Recommendatory Epi-
face by Mr. Flavel, whose Words are, "Here thou hast the names of
the larger Martyrologies skim'd off, the very symphons of them: and in
all, Copied, and Brimstone by the Hoghead on
Hundred Weigh., Brags & Power, and a variety of English
Goods from London, to be sold at a House the Corner of Rains
Exchange Lane, opposite to the Vendue House on Dock Square.

ALl Persons that have any Claims on the Estate of
Mr. John Duffin late of Boston-Carman; and all that are
indebted to said Estate, are desired to come and settle the same with
Timothy Green of Boston aforesaid, sole Executor to the said Estate.

TO be Sold at a publick Vendue at the House of Mrs.
Sarah Pratt in Salem, on the first of June, a good dwelling
Hope Barn and Work House, with Accommodations for a Leather-
Dresser, and about 30 Acres of good Land, near the main Street, a
little below Mr. Kitchens, the Estate of Mr. Benj. Young late of Salem
deceased; by Samuel Hayward.

Choice Portugal Salt to be Sold on Board the Brigan-
tine Zeph. Philip Pain Master, lying opposite the single Ware-
house the Side of the Long Wharff. Inquire on board of
said Master, or of Edward Pain.

TO be Sold choice Tea, Chocolate, Indigo, Starch, Powder
blue & Pepper, by the Doz with London long & Bristol short Pipes
by the Box or Gross, Allum, Copperas, Redwood by the Hundred, the best
of Sugars, by the Barrel or Hundred, Loaf Sugar, Spices, Cotton,
Flax, Wool Cards, Gunpowder, good Corks, Cafe Bottles &c. by Obadiah
Cookson at his Shop in Fifth Street.

Milled and suppoled to be drop'd in the Street on Fri-
day the 24th Current, a Bundle of Money, chiefly, it nor
wholly of this Province, to the Value of two Hundred Pounds, old
Tenor, the Bills all fair and new, with W. Clark, were on the back,

TYPICAL AMERICAN ADVERTISING STYLE IN 1747

Back page of the Boston Gazette or Weekly Journal for May 12, 1747. It was a 9 x 12 inch sheet.

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1¼-inch stock cuts of ships, which were set into the announcements of cargo space and passenger accommodations. Then came half-column or even column cuts made specially for an advertiser, such as a representation of the Sign of the Golden Spectacles for a certain optician and the Sign of the Blue Hand for a glove and clothing cleaner. Occasionally there was an ornamental heading border, as for Taylor & Cox's cloth shop, remindful of the London shopbills, and the first approach to the physical appearance of a twentieth-century newspaper display advertisement. As retail advertising developed there came stock cuts of scythes and sickles, used in the announcements of hardware dealers. A clock face identified the watchmaker's advertisement, and a cut of a hand holding an open book was placed at the head of the bookseller's announcement. Later there were stock cuts of horses and other objects to identify instantly the nature of the advertisement.

The pictorial details cited indicate not only how Benjamin Franklin's paper developed display in advertising but the extent to which the *Pennsylvania Gazette* worked up new classes of advertisers, especially in the retail field. This growth of business necessitated enlargement of paper size and expansion, in 1758, to three deep columns a page instead of two short columns, making the paper about the size of one of our twentieth-century tabloids. A few years later half the paper was advertisements and the tradition that advertisements should start at the end of the last column of the back page and work forward had been broken, for advertisements now appeared next to news matter on every page.

When Franklin's son Francis, four years old, died of smallpox in 1736 he used advertising in his *Gazette* to discredit a false rumor that the disease had been contracted through inoculation, which was even then in use as a preventive, and declared that he thoroughly believed in inoculation as "a safe and beneficial practice." His brothers, John and Peter, followed in Boston their father's trade of soapmaker, and though Franklin objected to their practice of stamping the family arms on their product, he regularly received consignments at his Philadelphia printing office and advertised it in his newspaper. These advertisements of "Super Fine Crown Soap" might have been written yesterday:

NO OPPORTUNITY OVERLOOKED BY FRANKLIN

IT cleanses fine Linens, Muslins, Laces, Chinces, Cambricks, etc. with Ease and Expedition, which often suffer more from the long and hard rubbing of the Washer, through the ill qualities of the soap than the wearing.

This was but one of his enterprises, for he also advertised and sold wine, coffee, chocolate, tea, spectacles, palm oil, linseed oil, mathematical instruments, Rhode Island cheese, codfish and many other articles at various times. He advertised his new invention, stoves, sold lottery tickets, and had at least "two patent medicines"—the "True and Genuine Godfrey's Cordial," and "Seneka Rattlesnake Root, with directions how to use it in the Pleurisy, etc."

In those days many immigrants came to the colonies as bond servants indented for a term of years to pay their passage. Franklin frequently bought their indentures and advertised them as well as negro slaves, though later in life he learned to dislike and distrust the institution of slavery.

Printers' ink made Benjamin Franklin, and to the end of his days he was seldom at a loss for ingenious methods of employing it in whatever project he had afoot.



Just imported in the last vessels from London, and to be sold, very cheap, by

TAYLOR and COX,

At their Store in Front-street, between Chestnut and Walnut-streets, a very large and complete Assortment of European and East-India goods, among which are the following articles, viz.

FINE, super and superfine drab, blue, Saxton and common green, buff, scarlet, snuff colour, black and other broadcloths; superfine purple in grain, superfine drab, black, pink, blue, green, buff, scarlet in grain, copper, white, and a variety of other coloured rat-tinets and shalcons, fine shaded ducroys, blue and cloth coloured cam-blets and camblettes, striped and check ditto, fine and superfine black, white, cloth coloured, light and dark blue, pink in grain, green, crimson and copper colour durants and tammies, cloth coloured, light and dark blue, Saxton and common green and other coloured worsted damasks, broad furniture ditto, best black, white, blue, green, pink, scarlet and cloth coloured calimancoes, superfine russels, bombazeens, all kinds of starrets, nonpareils and other stuffs, black, blue, white and other coloured plushes and superfine hair frags, ever-lasting, poplins, cotton velvets, common and superfine scarlet, black, blue, green, drab, buff and other colour buttons, scarf silk twist, mohair, 1st, 2d, 3d and 4th sized childrens spotted hose, boys ribbed and plain thread and worsted hose of all sizes, girls clocked ditto, mens fine and superfine ribbed and plain brown and white thread, and grey white and black ribbed and plain worsted hose, womens clocked wove worsted hose, ditto with silk clocks, superfine white, black, marbled and speckled ribbed and plain silk hose, womens white, black and brown silk mitts, worsted ditto, superfine black and crimson silk patterns for breeches, black, scarlet, crimson, blue and other colour worsted ditto, superfine mens silk caps, mens and boys worsted ditto, mourning crapes, blue, cloth colour, crimson and black plushes, stay quality, brains, galoons and cords, broad and narrow worsted quality bindings, scarlet, lettered, black jack, cam-blet, Turkey, broad diaper and best Scots mens and boys gartering, nonpareilles, saggathies, yard and ell wide tanjeds, ell wide, yard 3-8ths and 6-qr. cottees, chowtars, putcahs, Dutch, Irish and Scotch ozenorigs, 6-qr, 8-qr. and 10-qr. fringed diaper table cloths, super-fine 10-qr. damask ditto, pistol lawns, clear lawns and cambricks in piece and patches, yard wide cambricks, fine German and Holland whited long lawns, 7-8ths and yard wide Irish linens, hollandes, jeans and rustians, clouting and napkening diaper, brown and white buckrams, 7-8ths, yard and yard 3-8ths cotton and linen checks, ravens duck, Russia drabs, brown and white yard wide and 9-8ths wide Russia sheeting, 9-8ths wide Irish ditto, Scots linens, dowlas, garlix, tandem double filellas, princes linens, bed bunts, tickens, cotton counterpanes, a great variety of calicoes, cottons and superfine light and dark ground chints, demi blue long cloths, pri. d. linens,

printed by

FRANKLIN TAUGHT STORES HOW TO ADVERTISE

Long listing of wares in the Pennsylvania Gazette in 1760, with ornamental-border heading. This style took the place of the simple announcement, "Just im-ported—a variety of goods." Later John Dunlap's paper made an im-provement by listing the articles one name to a line. (Slightly enlarged.)

C in Salisbury Township, Northampton County, on the 15th Instant, a bright forest-Horse, about 14 Hands high, a Star in his Forehead, and all round, has a short bob Tail, is a natural Pacer, and branded on the off Thigh C H, and is about five Years old. The Owner is desir'd to prove his Property, pay the Charges, and take him away. **⊕ LAWRENCE HARTMAN.**

C and E to the Plantation of John Bowles, in the Township of Warwick, Bucks County, the Beginning of April, a bright bay Mare a natural Trotter, about 14 Years old, has neither Brand nor Ear-mark. The Owner is desir'd to come and prove his Property, pay Charges, and take her away. **⊕**



WHERRAS BENJAMIN JACKSON, Mustard and Chocolate-maker, late from London, now of Leticia-Court, near the lower end of the Jersey Market, in Philadelphia, finding that, by his former method of working those articles, he was unable to supply all his customers, he therefore takes the liberty of thus informing them, and the publick, that he has now, at a very considerable expence, erected machinies, proper for those busineses, at the mill, in the Northern-Liberties of this city, formerly known by the name of the Governor's, alias Globe Mill, where they all go by water, altho' he sells them only at his Mustard and Chocolate Store, in Leticia-Court, as usual.

And as the machinies, and method of working both the incommodities, are, great part of them, from an entire new invention (that of mustard particularly) his Flour of Mustard is rendered preferable to the English, Durham, or any other yet made. He manufactures it in different degrees of fineness as in England, and it excels all other for exportation, as it will be warranted to keep perfectly good any reasonable time, even in the hottest climates; and altho' mixing it with hot water, agreeable to the directions given with each bottle, is the best way, yet in case of neglect, or forgetfulness, if it is mixed with only cold water, well seasoned with salt, is not bitter when fresh made as other Mustard is, but is fit for immediate use, so that I believe it may, without vanity, be said to merit the Character it has universally gained, viz. Of being the best Flour of Mustard Seed yet made; and as I am at present the only proper mustard manufacturer in this City, or on this Continent, others being only imperfect imitators of my method; therefore, to prevent deception, all my bottles are sealed with this City Arms, and this inscription around, B. Jackson's Philadelphia Flour of Mustard, as at the Top of this Advertisement.

He also prepares Chocolate in the very best manner as aforesaid, for the perfecting which no cost nor pains is spared: And as his machinies for this Business are also very compleat, no one else in this city has conveniences for manufacturing it with equal dispatch; therefore merchants, masters of Vessels, and others, may depend on being, at all times, supplied with any Quantities of that, or Flour of mustard, at a very short warning, and the most reasonable Rates.

N. B. Said Jackson likewise sells the best Salid or eating Oil,

BENJAMIN FRANKLIN ENCOURAGED ILLUSTRATIONS

From Pennsylvania Gazette for April 24, 1760, showing type of illustrations which Franklin's paper was the first to run. Like other papers, the Gazette later barred cuts as advertisements increased concurrently with a paper shortage. The stage advertisement is one of the earliest illustrated land-transportation announcements, and the mustard-and-chocolate announcement shows one of the first appearances of the trade-mark in American advertising.

POLLARD KESSE, and JOHN KESSE,



Just imported from London, and to be sold wholesale and retail, by

JOHN ELLIOT,

At his Looking-glass Store, the Sign of the Bell and Looking glass, in Chestnut Street, near the State-house, Philadelphia.

A NEAT Assortment of Looking Glasses, in Mahogany and Walnut Frames, carved, gilt and plain, viz. Piers, Scones, Dressing glasses and Swingers, Hanging glasses, Shaving-glasses, painted and Pocket Glasses, Mahogany and Book Tea chests. He also new Quick-silvers and frames old Glasses, and supplies People with new Glass to their own Frames. **The.**

Just imported in the Ship Friendship, Capt. M'Clelland, from London, and to be sold by

JOHN WHARTON,

In Water-Street, near Walnut-Street, two Doors below Baynton and Wharton's Store.

A LARGE Assortment of EUROPEAN and EAST-INDIA GOODS. **The.**



NOTICE is hereby given to the PUBLICK,

That we the Subscribers have erected a Stage Wagon, to transport Passengers, &c. from Mr. Daniel Cooper's Ferry, opposite the City of Philadelphia, to Muncibell; from thence through the County of Monmouth to Middletown, and from thence to the Bay near Sandy Hook, where a Boat is to attend, to convey Passengers, &c. to the City of New York; the said Stage Wagon will attend at said Cooper's Ferry on the second Monday in October next, at Ten o'Clock in the Morning; and the said Boat will attend at the City of New York, on the second Monday in said Month. Any Person inclining to travel in said Stage, may apply to Mr. Martin Apphurn, at the Ferry House in Philadelphia, and Mr. George Cooke, near the Exchange in New York; the said Stage will continue to go once a Week at present, on said Days. Any Person inclining to travel to Shrewsbury, may depend on being accommodated with a Wagon, erected at Middletown for that Purpose, by their humble Servants Edward Taylor, and John Taylor, at Middletown; Zachariah Rossell, and Daniel Jones, at Muncibell; and John Cox, at Moore's-town.

To be SOLD by

JOHN JENNINGS,

Very cheap by Retail, at his Shop, the North-East Corner of Front and Arch-Streets, and where Mr. John Maydwell lately dwelt.

BLUE and green halfstiches, red flannels, striped lincey, striped cotton ditto, ozenbergs, 3-gr. 7 8ths and yard wide Irish linen, 3-gr. 7 8ths yard wide yard 3-8ths and 6-gr. cotton and linen checkes, Irish flannel, curled Russia, brown calico &c.

CHAPTER XVII

JOHN PETER ZENGER AND THE LIBERTY OF THE PRESS

In New York, which was destined to displace both Boston and Philadelphia as the leading publishing center, the first local newspaper, the *New York Gazette*, was born in 1725 as the organ of the provincial government. It was published by William Bradford, the government printer. Bradford's fame, however, rests on his pioneering as a printer first in Philadelphia and then in New York, and not on his work as a newspaper man. Being a semi-official publication doubtless was a handicap to Bradford's paper. It did go to four pages frequently because of the length of some of its reports, but contributed little or nothing to the advancement of real journalism or advertising.

William Bradford's first competitor, on the other hand, became famous as an independent journalist, and as an advertising solicitor displayed more enterprise than Bradford. This was John Peter Zenger, who began the publication of the *New York Weekly Journal* on November 5, 1733.

Zenger's paper at once began to publish frank criticism of the provincial government, and a year and a day after the first appearance of the paper Governor Cosby issued a proclamation offering a reward for the author of certain articles which tended to "raise factions, tumults and seditions among His Majesty's liege people of the province." Another proclamation asked for the name of the person who had written "two late scandalous songs or ballads defaming the administration." Zenger was arrested on a charge of libel, the specific item being one which declared that "the people of this city and province think as matters now stand, that their liberties and properties are precarious, and that slavery is like to be entailed upon them and their posterity if some past things be not amended."

It was nine months before Zenger's case came to trial. In the mean-

THE TRIAL OF JOHN PETER ZENGER

time he managed to edit his paper from the jail. The extent of public sympathy for him was demonstrated when city officials and the provincial legislature refused to attend a public burning of the alleged libels, a job which the hangman performed. The provincial government thereupon adopted desperate methods, disqualified Zenger's counsel, and apparently prepared to convict him at all costs.

But at the trial came a surprise. As counsel for Zenger appeared Andrew Hamilton of Philadelphia, a lawyer of great ability and the close personal friend of Benjamin Franklin. He wished to introduce evidence to prove the truth of the assertions Zenger had made in his paper. The court refused. The clever and fearless Hamilton then proceeded, in an address that became famous in legal annals, to sum up the case to the jury, and urged that the suppression of evi-

Sloop Margaret and Mary, B. Morgan to
Coracoa.

ADVERTISEMENT.

VERY good *Cheshire-Cheese* to be Sold by
John Wright, Watch-maker, at his House in *Duke-Street*, for 8 d. per Pound by the Single Cheese, and for less if they take a larger Quantity.

THe several sorts of *Mulcovado Sugar* to be SOLD by *Stephen Bayard*.

VERY good *Lamp-black* made and sold by the Printer hereof.

PUBLISHED, and to be Sold by the Printer hereof.

LEEDS's and **BIRKETS** Almanacks, for the Year of our Lord 1739.

TO BE SOLD,

By **WILLIAM THOMPSON**, in *Perth-Ambey*

TWO or three *Negro Women*. They are good *House-Negro's* who can do all manner of *House Work*, and can *Knit* and *Spin*, and one of them is an extraordinary good *Cook*.

N. B. He has also a Set of *Brewing Urns* and two *Malt Mills*, which will be Sold very Cheap. There is also a good *Dwelling House*, a good *Bake House* and *Brew House* to be Let.

Sold by *William Bradford*, 1738.

OPEN TYPOGRAPHY OF ADVERTISEMENTS IN NEW YORK
GAZETTE, PUBLISHED BY NEW YORK'S FIRST PRINTER

(Issue for January 16, 1738.)

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dence should always be taken for the strongest evidence. When he was interrupted by the attorney general and warned about allusions to "wicked kings and arrant cowards" he quickly turned upon the attorney general the responsibility for application of his remarks to the just and kind monarch then reigning. The judge, in a discussion of the law, said "the jury could find that Zenger printed and published those papers and leave it to the court to judge whether they were libelous." To which Hamilton retorted, "I know the jury may do so; but I likewise know they may do otherwise. . . . Leaving it to the judgment of the court renders juries useless." The court's anxiety to pass on the alleged libel was again expressed in the charge to the jurymen, who were told that as the libel was a question of law they could simply determine whether Zenger had published the offending articles (he had admitted authorship) and leave the remainder to the court. The jury ignored the court's suggestion and boldly returned a verdict of Not Guilty.

At the words "Not Guilty" the crowded courtroom went wild. The judge threatened the leaders with jail, whereupon a son of Admiral Norris proclaimed himself the leader and shouted for more cheers. The significance of the verdict to liberty of utterance was fully appreciated at once. Andrew Hamilton was given a banquet and was presented with the freedom of the city by the common council. When he departed for Philadelphia a grand salute was fired in his honor from barges in the harbor. As Gouverneur Morris subsequently put it, the Zenger verdict was "the dawn of that liberty which afterwards revolutionized America."

That Zenger's editorial policies had a broadening effect on advertising is made evident by a comparison. The Journal had eight or ten advertisements where Bradford's Gazette had two, and it had announcements from food sellers and other merchants, whereas the Gazette's advertisements were almost exclusively of the "Lost and Found" variety.

It is in the files of Zenger's Journal that we find what is probably the first instance of broken column rules in newspaper advertising, either in England or America. In the issue for July 18, 1743, there appeared a double-column advertisement announcing the exhibition of "a curious musical machine" in which tiny puppets rang bells and

TO BE SOLD.

A Likely young Negro Wench, aged about Sixteen Years, can do any sort of Household Work enquire of the Printer hereof.

TO BE SOLD.

THE Dwelling-House and Store-House formerly belonging to Mr. Isaac Gouverneur deceased, it being the House and Store House now in Possession of Mr. Edward Hicks in New York, whoever inclines to Purchase the same may enquire of Lewis Morris junr, Esq; of Morrisania, or Mr. Brandt Schuyler of New York, or Mr. Cornelius Low, junr. of New-Jersey, who will agree for the same.

Wraspt and Chipt,
LOGWOOD & Redwood, Glue, Allum,
Copras, and Pumice-Stones, to be Sold
very Reasonable by

John Brees;
Leather Dresser.

TO be Sold, or Leas'd for a Term of Years, viz. The House and Farm, late of Jonathon Dickenson at Flushing. Containing about one hundred and fifty Acres of Land and Meadow; a convenient Landing Place for Boats of about six Chard, threcon a convenient House of about sixty Foot in length, and forty in breadth, of two Stories high, for Room on the lower Floor, besides a Kitchen and five Rooms in the upper story, and a small Room above the Entry, with convenient Cellars; is also a good Store-House, all fit for a Merchant or Store Keeper; Enquire of Samuel Bayard of New York.

And likewise the House and Ground with the Store House upon the Dock now in the Tenure of James Nelson at New Brunswick, and also the House and Ground and Store House upon the Dock at New Brunswick late of John Thompson, enquire of Peter Kemble at Piscataway Landing, or Samuel Bayard in New York.

A Likely Negro Wench to be Sold that is used to City & Country Work; Enquire of the Printer hereof, or of Doctor William Turner at Newark and know further.

NEW-YORK: Printed by John Peter Zengers where Advertisements are taken in.

To be SEEN,

At Mr. Pacheco's Ware-House, in Marketfield-Street, commonly known by the Name of Petticoat-Lane, opposite the Cross Guns, near the Fort.

A CURIOUS MUSICAL MACHINE, arriv'd from England, the third Day of May last, which performs several strange and diverting Motions to the Admiration of the Spectators, viz. The Doors fly open of their own accord, and there appears six Ringers in white Shirts all busy pulling the Bell-Ropes, and playing several Tunes, Chimes, and Changes: They first appear with black Caps and black Beards at one Corner there is a Barber's Shop and a Barbers Pole hung out, and at the Shop Door stands the Barber's Boy, who, at the Word of Command, gives three Knocks at his Masters Door, out comes the Barber with his Razor and Basin to shave the Ringers, then the Doors shut themselves whilst the Barber is Shaving them, then the Doors open themselves the second Time, and the Ringers appear all clean shaved and clean Caps put on; afterwards they ring a long Peal of Changes, and then fall the Bells to Admiration, after that the Barber walks into his Shop again, his Boy standing ready to open the Door for his Master and then shuts it after him; last of all the great Doors shut themselves again. All being performed entirely by Clock-Work, in imitation of St. Brides Bells in London. There will be a small Entertainment of Slight of Hand, before the Clock-Work is seen.

The Proprietor of it will wait on any Gentlemen or Ladies,
at their own Houses

THE same will be shewn every Day in the Week, Sundays excepted at 4 o'Clock in the Afternoon, and at 7 in the Evening. The Price for Crown Person 1 s., and for Children 9 pence.

FIRST AMERICAN HALF-PAGE ADVERTISEMENT

In John Peter Zenger's New York Journal, July 18, 1743. Also probably the first instance of the breaking of column rules by an American newspaper, which did not become common until more than a hundred years later. (Photographed in files of New York Public Library. Size of type page in original, 6 x 9½ inches.)

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opened doors and a barber came out of a compartment and shaved the bell ringers. And as the Journal was only two columns wide and the advertisement was more than a half page deep in the little paper the diligent seeker after the earliest this or that will put it down for still another "first"—the first half-page advertisement. It was, however, like so many other "firsts," many years ahead of its time, with respect to both the breaking of column rules and half-page size.

Zenger's rate for an advertisement was "three shillings for the first week and one shilling every week after." The Virginia Gazette accepted advertisements "of moderate length" at three shillings for the first publication and two shillings for each repeat. The Maryland Gazette's rate was five shillings for first insertion and one shilling for each succeeding insertion. The New Jersey Gazette asked seven shillings sixpence for the first and two shillings sixpence for repeated insertions. Editors took what they could get in lieu of cash, which they seldom received. They often had difficulty in collecting after an advertisement had run for some time without payment.

In the twentieth century it seems inexplicable that a dozen advertisements a week at such rates could support a newspaper. Yet the eighteenth-century paper which had this volume of advertising and got twelve shillings a year for a subscription gave its publisher a living. Much depended, of course, upon the editor's personal needs. Benjamin Franklin did better than others because he plowed profits back into his paper and constantly improved it. To someone who tried to frame his editorial policy for him he replied, "Anyone who can subsist on sawdust pudding and water, as I can, needs no man's patronage." He got circulation, sold space which it paid to use, made advertising resultful, and got more advertising. After he retired in 1766 he continued to draw \$5,000 a year from the Pennsylvania Gazette for several years.

Besides setting an example in good newspaper work with his own paper and being active in defense of freedom of the press, Benjamin Franklin influenced the growth of journalism by encouraging in a practical manner the establishment of new papers in the various colonies. To ambitious apprentices he supplied the press and a font of type and took a one-third interest in the profits. Just how many papers were started in this manner is not a matter of record, but they

JAMES PARKER CONTRIBUTES TO TYPOGRAPHY

are believed to have numbered a half dozen. The New York Post Boy was one of the papers set up with assistance from Franklin.

The Post Boy, established by James Parker in 1742, deserves special mention among the papers of the middle eighteenth century because after a time it began making particular efforts toward typographical display. Parker, like a number of others who started newspapers of their own, had been an apprentice of William Bradford, and must have been a useful one, for when he ran away in 1733 Bradford advertised a personal description of him and offered a reward for his apprehension.

Parker took over the Gazette's plant and changed the name of his paper to the New York Gazette, Revived In The Weekly Post Boy, and later to Parker's New York Gazette or the Weekly Post Boy. Parker's name evidently was an asset, for it continued to be used in the title for years after he left the newspaper, and even after his death. The paper lived until 1773. It was generally called the "Post Boy."

In 1750 the Post Boy was printing from one to a half dozen of its advertisements vertically on the margins, a position stunt also noted in other papers of about that time. The practice originated in England a century earlier. Paper shortage may have had something to do with its revival.

After the Post Boy's paper size had been enlarged in 1755 to take care of three columns in the page, its volume of advertising became six columns in a twelve-column paper. This was made up mostly of real estate, books, wines, lotteries, medicines, slave sales, runaway apprentices and slaves—the usual limited variety of the period. Headlines were in 10-point caps, with only an occasional "scream" in 14- or 18-point.

Five years later 18-point headlines were not uncommon and all-display advertisements were numerous in the Post Boy. These display advertisements would have as many as five type sizes and variations of face in a two-inch space. The big type would be used for the word "Drugs" or other line name, or the name of the advertiser. Small cuts such as Franklin had been using in Philadelphia also appeared in the Post Boy advertising columns, and in the news there was an occasional highly ornate initial two-thirds of a column wide, similar to those which appeared in the first English newsbooks more than a

century earlier. The Post Boy's volume in the 1760's was as much as three pages of advertising in a four-page paper.

In the Post Boy for October 30, 1760, we find the whole front page covered with advertisements, probably the first instance of an American newspaper giving up all of its front page to paid announcements. Benjamin Franklin's paper had already come close to it.

Another noteworthy newspaper of the middle eighteenth century period was Hugh Gainé's New York Mercury, which was started in 1752 and in 1767 added the popular title of Gazette and made it Hugh Gainé's New York Gazette and Weekly Mercury. The earlier choice of Gazette as the name of the official paper of the British government at home, and as

mantown; Lauman's, in Lancaster; and at Hoffman's, in New-York



For BELFAST and LEARNE,
The Ship JOSEPH and NANCY,
JAMES TAYLOR, Master,
Lying at Thompson's Wharf.

For Freight or Passage, apply to William and John Murray, near the Drawbridge, or said Master on board. She has good Accommodations for Passengers, and will sail with all convenient Speed, having two Thirds of her Cargo already engaged.



For BELFAST and LEARNE,
The SHIP
WILLIAM and GEORGE,
THOMAS EGGER
Commander;

Will sail about the First of December. For Freight or Passage, apply to SCOTT and M'MICHAEL, or said Commander.

N. B. A Quantity of choice Coal, and a Parcel of good Irish Beef, to be sold on board said Ship, at Mr. Buckridge Sims's Wharf.



For SLIGO and KILLIBEGS,
The BRIGANTINE
SUCCESS,
THOMAS MORRISON,
Commander,

For Freight or Passage, apply to SAMUEL CARSON, or said Commander.



For BELFAST or NEWRY,
The SHIP
SUCCESS,
SAMUEL NUTTLE Master,
Lying at Hatilton's Wharf.

For Freight or Passage, apply to SAMUEL PURVIANCE, near the Drawbridge, or JAMES EDDY, in Second-street. She has good Accommodations for Passengers.



For LONDON, directly,
The SHIP
FRIENDSHIP,
NATHANIEL FALCONER,
Commander;

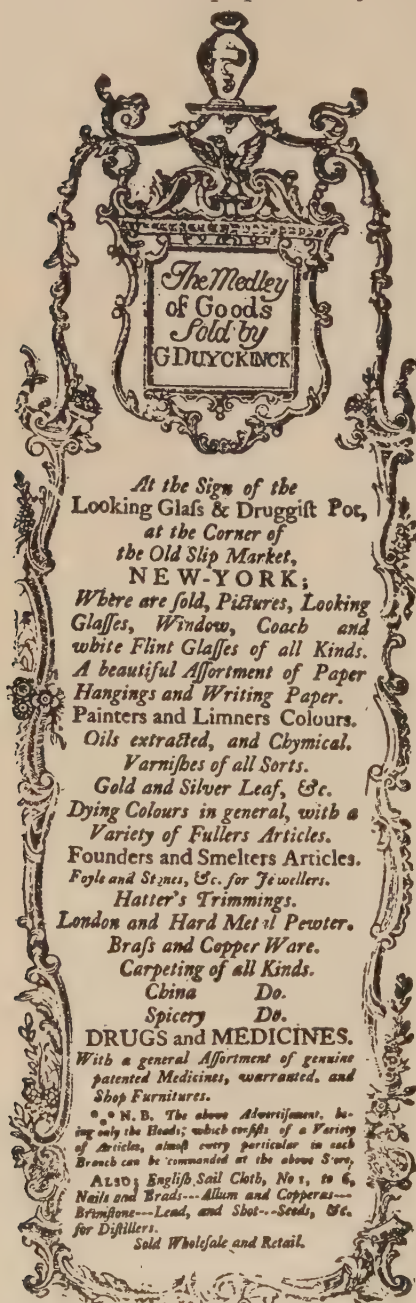
Now lying at ABEL JAMES's Wharf, having more than three Fourths of her Cargo engaged; to sail in three Weeks, if Weather permit: She is a prime Sailer, and has excellent

ADVERTISING TRANSPORTATION TO EUROPE IN 1760
(From Franklin's Pennsylvania Gazette for December 11, 1760.)

the name of Franklin's successful paper in

THE HISTORY AND DEVELOPMENT OF ADVERTISING

Philadelphia, doubtless had much to do with the popularity of that title for a newspaper everywhere in the colonies.



*The Medley
of Goods
Sold by
G. DUYCKINCK*

*At the Sign of the
Looking Glas & Druggist Pot,
at the Corner of
the Old Slip Market,
NEW-YORK;*

*Where are sold, Pictures, Looking
Glasses, Window, Coach and
white Flint Glasses of all Kinds.
A beautiful Assortment of Paper
Hangings and Writing Paper.
Painters and Limners Colours.
Oils extracted, and Chymical.
Varnishes of all Sorts.
Gold and Silver Leaf, &c.
Dying Colours in general, with a
Variety of Fullers Articles.
Founders and Smelters Articles.
Foyls and Stynes, &c. for Jewellers.
Hatter's Trimmings.
London and Hard Metl Pewter.
Brass and Copper Ware.
Carpeting of all Kinds.
China Do.
Spicery Do.
DRUGS and MEDICINES.
With a general Assortment of genuine
patented Medicines, warranted, and
Shop Furnitures.*

*N. B. The above Assortment, be-
ing only the Head, which consists of a Variety
of Articles, almost every particular in each
Branch can be remanded at the above Store.*

*Also, English Sail Cloth, No 1, to 6,
Nails and Brads---Allum and Copperas---
Brimstone---Lead, and Shot---Seeds, &c.
for Distillers.*

Sold Wholesale and Retail.

The most progressive advertiser in those formative days of American advertising was Gerardus Duyckinck, who conducted a general store in New York and began advertising in the 1750's. Duyckinck broke away from the two-inch idea and used five or six inches to list a great variety of merchandise, often as many as fifty or sixty items. He carried drugs, paints, mirrors, sheet iron, wall paper, chemicals, spices, bar lead, bottled delicacies, sail cloth, nails, carpeting, window glass, shot founders' and fullers' articles, jewelers' supplies, china, brass and copper ware, English and German steel, hatters' trimmings—apparently everything but dry goods and perishable foods.

Duyckinck advertised consistently through a period of approximately twenty-five years. He began in the 1750's with small-type listing of goods without display and gradually worked into display type. In 1769 he was employing what was probably the earliest all-inclosing ornamental border used on American newspaper advertising. It was of a highly ornate design, like a carved mirror frame, and

FIRST ART BORDER IN AMERICAN NEWS-
PAPER ADVERTISING—1769

An isolated instance of twentieth-century display
methods in the eighteenth century

IN 1760: "THE UNIVERSAL STORE" IN NEW YORK

patterned on the lines of some of the English shopbills. This ran about 120 agate lines in depth, and inside it appeared an assortment of centered display lines in delicate roman and italic faces, the whole giving the twentieth-century reader a first impression that it is a perfumery advertisement. According to later-day advertising methods, such delicacy of type was an incongruous association with the heavy materials listed in the advertisement, but each week the ornamental border made Duyckinck's advertisement the outstanding thing in the paper. That Duyckinck art border was one of those remotely early flashes of later-day practice which we find in the history of advertising, the isolated use of an idea many years ahead of the time commonly regarded as that of its birth.

Duyckinck called his warehouse "The Universal Store" and headed his announcements, "The Medley of Goods sold by G. Duyckinck at The Sign of the Looking Glass and Druggist Pot, at the Corner of Old-Slip Market, New York."

CHAPTER XVIII

THE ATTEMPTED STAMP TAX OF 1765

Among the papers that were established around the middle of the eighteenth century and are still being published in 1928 are the Portsmouth, N. H., Gazette (1756); Newport, R. I. Mercury (1758); Hartford, Conn., Courant (1764); New Haven, Conn., Journal (1767). The Portsmouth Gazette, at this writing 171 years old, is the oldest newspaper of continuous publication in the United States. The Maryland Gazette would be but for a gap of some years during which it was not published.

By 1765 the number of newspapers in the colonies had grown to some twenty-five, and the newspaper belt extended from New Hampshire to Georgia. In that year, famous in early American history, came an effort to apply in the colonies the stamp tax on newspapers and advertising which for so many years before and after was a drag on growth of the press in England. The intense excitement caused in America by this attempt of the British Parliament to tax people who were not represented in that body grew in a decade to rebellion against the mother country and resulted in independence for the colonies.

The momentous Stamp Act was passed by Parliament in March, 1765, to take effect November 1st. It provided for a stamp duty on various documents, on books, playing cards and licenses, and required newspapers to use only paper which had been stamped as duty-paid. In addition there was to be a tax of two shillings on each advertisement, regardless of what was paid for the advertisement or the circulation given it. Offenders against the act might be refused jury trial at the discretion of the prosecutor.

When news of the Stamp Act reached the colonies opposition quickly developed into organized form. "Sons of Liberty" were organized in most of the provinces to protest against taxation without

ATTEMPT TO TAX AMERICAN NEWSPAPERS FAILS

representation. They went a long step farther than protest and set about to nullify the work of parliament. Candidates for the office of stamp distributor were warned not to seek office or accept it. Some who accepted were compelled to swear they would not enforce the act. Stamps, as in the case of a consignment intended for Connecticut, were taken from the ship and destroyed. Effigies of officials friendly to the execrated stamps were burned in public squares. In one or two cases the rougher element set fire to the houses of stamp distributors.

When the first of November arrived no stamps were available except in South Carolina and Georgia, and there the supply soon gave out. Some newspapers appeared with mourning borders and skull and crossbones illustrations and announced they would not publish again until the Stamp Act was repealed. Others just quietly gave up the ghost. Most, however, continued to appear, unstamped and unafraid, explaining the absence of the stamp by saying there were no stamps to be had. Some were bold enough to run woodcut symbols of liberty as a pictorial decoration in the title.

Meanwhile the Stamp Act Congress of twenty-eight representatives of the colonies had met in New York in October and adopted a declaration of rights and grievances and a petition to the home government asking a repeal. In the Virginia House of Burgesses Patrick Henry delivered his "If-this-be-treason-make-the-most-of-it" speech, and the resolutions passed there were published by newspapers throughout the colonies, adding more fuel to the fire. Benjamin Franklin went to London and appeared before the House of Commons. His testimony as to the unfairness of the Act and his views as to the probable ill effects helped bring about the repeal, which was passed in March, 1766, after a debate in which the elder Pitt and Edmund Burke were among those who opposed the tax.

Repeal of the stamp tax was a powerful victory for an independent press and for advertising. Massachusetts had experienced a provincial tax of a halfpenny on newspapers for two years from 1755 to 1757, and its effect had been to kill or weaken established newspapers and discourage the establishment of new papers. The tax levied on newspapers in England was a constant reminder of the influence of such a tax against the spread of popular education. It is estimated that the handful of newspapers which fought and won this early battle

Thursday, October 31, 1765.

THE

NUMB. 1195.

PENNSYLVANIA JOURNAL; AND WEEKLY ADVERTISER.

EXPIRING: In Hopes of a Resurrection to Life again.



AM sorry to be obliged to acquaint my Readers, that as **THE STAMP ACT**, is fear'd to be obligatory upon us after the *First of November* ensuing, (the fatal to-mor-

row) the Publisher of this Paper unable to bear the Burthen, has thought it expedient to stop a while, in order to deliberate, whether any Methods can be found to elude the Chains forged for us, and escape the insupportable Slavery; which it is hoped, from the just Representations now made against that Act, may be effected. Mean while, I must earnestly Request every Individual of my Subscribers, many of whom have been long behind Hand, that they would immediately Discharge their respective Arrears, that I may be able, not only to support myself during the Interval, but be better prepared to proceed again with this Paper, whenever an opening for that Purpose appears, which I hope will be soon.

WILLIAM BRADFORD.

Remember, O my friends! the Laws, the Rights, The generous Pleas of former Patriots demand, From age to age, by your renowned Sons be kept; O let it never perish in your hands!

But plently transmit it to your children. Let them, great Liberty, inspire your souls, And make our lives to thy principles happy.

Or our descendants in thy defence. ADDISON'S, Cato.

LIBERTY is one of the greatest Blessings, which human beings can possibly enjoy.

When we are deprived of this earthly happiness, we are fettered with the Chains of inhuman servitude. Nations, who are born for the mutual support of each other, should preserve a Ready attachment to the welfare and happiness of that nation with whom they are united, that their mutual alliance of friendship might be sincere and permanent. When this union is separated by the illegal encroachments on that Liberty, which is the Soul of Commerce, and the Support of Life, it degenerates into implacable Enmity, which in time grows inveterate, and finally recoils upon those who have been the means of its unhappy dissolution.

The Liberty of the Press has very justly been esteemed one of the main Pillars of the Liberty of the People. While this is maintained, the first Steps to Oppression are detected, and the Attention of the People seasonably awakened. When this is suppressed, the submission of the People, and their Ruin may admit of no Judicial transaction, as renders the Success of the first impracticable, and the Measures attending the latter unavoidable. As dangerous is able to lawless Power, that the farthest ap-

And in all political Disorders the more contented we are under them, so much the worse are they, and so much the worse are we for them. It is a very happy Circumstance attending public Virtue and public Spirit, that the more it is vilified, the more illustrious it always appears. No Fallowd formed against it can prosper, for it at once detects and confutes the darkness and most inveterate Calumny. But although public Virtue cannot be affected by the Indulgence of the most unlimited Freedom of speaking or writing, yet Oppression and Tyranny as it derives all its Influence from its secrecy, may be extremely benefited by the Revele. For this reason, in Countries subjected to the insatiable Demands of Power and Avarice, the first Attempts to inspire People with a just Sense of their Condition, are commonly made in the Bud. It is of the last Importance to the Views of designing Men to shut up the most successful and universal Channel of Information from the People, when they are forming such Schemes as need only to be known in order to be Opposed. Besides the Deprivation of our whole Liberty may be justified on the same Principle as the Deprivation of any individual Part, such as the Liberty of the Press undoubtedly is.

How valuable is the Enjoyment of Liberty! But how delectable are the Bonds of Servitude! Therefore, let us be so happy, that the old New-England Spirit to exemplify itself in four Times, will never condescend in Submission to now and unwarrantable Restrictions.

A Day, an Hour of virtuous Liberty.

Is worth a whole Eternity in Bondage.

May we all as loyal Subjects, and free born Britons exert our utmost to preserve the Rights and Liberties of our Country, in a Manner that shall add Honour to our Endeavour; that future Posterity may reap the Benefit, and lift the Hands which were the Instruments of procuring it.

That Glory then, the brightest Crown of Praise,

Which every Lover of his Country's Wealth,

And every Patron of Mankind deserves;

Will gracefully adorn such Patriot's Deeds,

And leave behind an Honour that will last

With Praise immortal to the End of Time.

They may last arrived here the Ship Philadelphia Packet, Capt. Budden, from London, by whom was Brought the first arriving advices.

O M E. July 16.

THE harvest in this country hath not proceeded so good as we hoped. This event hath engaged the congregation established for supplying into the supplies of provisions for this capital, to seek all possible means to prevent a fresh scarcity.

St. James's, August 17. The king has been pleased to appoint the most honourable the Marquis of Rockingham to be lord lieutenant of the west-riding of the county of York, and of the city of York, and county of the same city; and also Cuthbert Rolleston of the north and west-ridings in the said county of York and of the city of York, and county of the same city; and Ainslie, otherwise Aynsly, of York.

The king has been pleased to appoint the right hon. William Earl of Dartmouth, Soam Jenyns, Edward Elliot, John Yorke, George Rice, John Roberts, Jeremiah Dillion, and William Fitzherbert, Esqrs; to be commissioners of trade, and for inspecting and improving his majesty's plantations in America, and elsewhere.

The king has been pleased to grant unto the right hon. Richard Vickers Mow, the office of treasurer of his Majesty's navy.

Cádiz, July 25. Letters brought by the last post from Gibraltar say, the report before spread, that the Algerines have killed their Dey, and declared war against all the European powers except England and France, proves not true.

L O N D O N.

August 17. On Thursday at the king's arms tavern in Cornhill, an elegant entertainment was given by the committee of West-Indian merchants to Richard Glover, and Charles Garth, Esqrs; when those gentlemen received the thanks of that body, for their endeavours to prevent the slavery from being billeted upon the private houses of their fellow-subjects in America.

Part of a letter from an officer in the East-India service, dated from the Andam camp, January 8, 1765.

"In my last I acquainted you that we did at last reduce Madras. The army has since conquered the Andam country for the Nabob, of 100,000, revenue a year. We are now under orders to attack another chief, a polygar contiguous to this country; both chiefs are mutually maintained an independency of the Nabob till now; merely on account of the impenetrable woods they are possessed of. You certainly have heard before of the memorable battle Major Munro gained at Bengal over Sujah Dowla, one of the most formidable powers of India: The consequence of this battle gives the company the command of trade in the greatest part of the Mogul's dominions; and, without exaggeration, the East-India company at present may be brought in comparison with Alexander the Great, whose conquests, from the river Indus to the River Ganges, was not so much respected as theirs."

It is said the new m... taking into consideration the present deplorable situation of the Canadians, have determined to take up all the Canada bills as yet, with interest to the present time; and afterwards to demand, in the most spirited terms, immediate and full payment of France, under pain of all the consequences that can result from a refusal.

The new lords of trade and plantations will hold a board on Monday next, for the first time, at the Cockpit Whitehall.

We hear the rent rolls of the federal proprietary estates in America, obtained by former grants under the crown are ordered to be made use, as also an estimate of the annual produce of their land tax, in order to introduce a more equitable form of levying his majesty's revenues in that part of the world.

They write from Gibraltar, that English officers and Gentlemen are engaging both there and at Minorca by foreign agents, to serve on board his Britannic majesty's Ships of War in the Mediterranean.

August 10. The right honourable the Earl Cornwallis, lieutenant colonel to the 1st regiment of foot, is appointed colonel of his majesty's aids de camp, with the rank of colonel of foot in the army.

We are informed, that a gentleman lately very popular in this country, is soon to reside at Louisa, in Switzerland, where he intends publishing his friend Mr. Churchill's poems, with explanatory notes; and we are likewise informed, that he has an intention of publishing, at the same place, a history of England written by himself.

By a vessel arrived at Greenwich from Belleisle there is advice, that the French are erecting several batteries at Sandy Bay, on the south east of the island, and in the great road where the wreck was made in the late war by the French and troops under Admiral Keppel and General Hougoulin.

Aug. 17. We hear Lord Vile's speech is intended to be created an earl.

KILLED BY THE STAMP ACT

Skull and crossbones, mourning rules and other protest features of the "death number" of Pennsylvania Journal issued the day before the stamp tax on newspapers and advertisements went into effect in 1765.

The Sun's rising and setting and time of High Water, till Friday next.

	Sun	High Water	Even	New Moon
	5	11	11	11
FRIDAY,	6	10	7	56
SATURDAY,	7	9	8	47
SUNDAY,	8	8	9	38
MONDAY,	9	7	10	29
TUESDAY,	10	6	11	20
WEDNESDAY,	11	5	12	11
THURSDAY,	12	4	1	2

TO BE SOLD.
At the Lowest price for CASH,
Sundry small Chests of excellent

T E A,
(From London Market.)
A few CASKS of
Choice STARCH.

A few PIECES of
RAVEN'S DUCK,
OZNABRIGS, TICKLEN-
burg, &c.—Choice Pepper, by the Bag,
Handed, or quarter of Hundred—A
small quantity of Nutmegs, &c. Inquire at
the **VENUE OFFICE**, North-End.

N. B. On Monday and Tuesday will be sold,
at said Office,
By AUCTION,
A large Assortment of Goods just imported
from London. &c. **JOHN GARRISH.**

LEST by accident on Saturday last, in the
shop of **ALEXANDER REID**, near
Mein and Fleeming's Printing-office,
Three Keys and a four
bladed KNIFE.—The Owner may have them
again, by calling at the above shop.

A person who understands
Business, and has some leisure Time, will
thankfully copy any kind of Writings, bring
up Books, adjust Accounts, &c. &c. with
Secrecy and Dispatch, and at the most moderate
Expense.—Enquire of the Printers, or
at John Mein's London Book-store, King-
street.

L O S T,
At the late Fire in *Queen-Street*,
A LEATHER BUCKET,
Marked Joseph Scott, Whoever can give in-
formation of it to the printers, shall be re-
warded for their trouble.

JUST PRINTED
And to be Sold by
JOHN MEIN,
At the **LONDON BOOK-STORE**, North-Side
of King-Street, **BOSTON.**

PSALMS OF DAVID,
IMITATED in the Language of the NEW-
TESTAMENT, and applied to the Christian
state and worship, with a PREFACE of twenty
four pages, being a Discourse on the right way of
fitting the Psalms of David for Christian worship,
wherein a plain account is given of the Au-
thor's general conduct in this imitation of
the PSALMS, together with some evident and
convincing arguments to support it. There
are also particular NOTES at the end of the
Psalms, which explain their Evangelical, &c.

Just PUBLISHED,
[Price ONE SHILLING Lawful Money.]
And to be sold at the **LONDON BOOK-STORE**
North side of King-Street,

MEIN AND FLEEMING'S
REGISTER
FOR
NEW-ENGLAND and
NOVA-SCOTIA,

With all the **BRITISH LISTS;**
AND

An **ALMANACK** for 1769,
Calculated for the Meridian of **BOSTON.**

C O N T A I N I N G.
Calculations of the Eclipses of the Sun and
Moon.—Of the Transit of Venus and Mer-
cury.—Vulgar Notes.—Distances of the most
remarkable towns on the continent, from
Boston, with the intermediate distances in
computed miles.—Time of the Polls arrival
and departure.—Full and change of the
Moon.—Calendar—Sun's rising and setting.
High water at Boston morning and evening.
Moon's rising and setting.—Sittings of the
Superior and inferior courts in New-England.

††† The sittings of the courts in this province in-
ferred in this REGISTER, may be depended upon
as correct, being obtained from a Gentleman, (one
of the Clerks of the Court.)—The same care has
been taken with the Courts in the other Provinces.

BRITISH LISTS.
Births, Marriages and Issues of the Royal
family.—English nobility.—Archbishops and
Bishops.—Scotch nobility.—Officers of State in
Britain.—Irish nobility.—Archbishops and
Bishops.

Alphabetical List of the
HOUSE of COMMONS.

Knight of the Garter, Bath and Thistle.—
His Majesty's most Honourable Privy Council.
Secretaries of State.—Officers of the Admiralty.
Privy Seal and Signet office.—Receipt of Ex-
chequer.—High Court of Chancery.—Courts
of King's-bench, Common-pleas and Exche-
quer.—Commissioners of trade and plantations.
Commissioners and officers of the Customs.—
Post-office.—Consuls and Agents for the pro-
tection of trade.—Ministers to and from the
different Courts.—Colonels, Lieutenant-Colo-
nels and Majors of his Majesty's land forces
and their flactions.—Civil and military branch
of Ordnance.—Staff-officers in Great Britain
General officers on the Irish establishment.—
Chelsea hospital.—Admiralty-office.—Navy of-
fice.—Greenwich hospital.—Admirals of the
Navy.—New board of Trade.—Academy at
Woolwich.

MASSACHUSETTS-BAY.
Governor, Lieut. Governor, Late House of
Assembly. Judges of the Superior Court.—
Judges of the Inferior Courts, Clerks and Re-
gisters. Justices of the Peace. High Sheriffs
and Deputy Sheriffs in the several Counties.
Commissioners and Officers of the Customs.
Barriers at law. Overlees, Corporation Pro-
fessors, and Tutors of Harvard College. Mi-
nisters, Churches and religious Assemblies.—
Quakers yearly meetings in New-England.
Officers of his Majesty's Troops stationed in
Boston. Governor's Company of Cadets.—
Artillery Company. Boston Militia. Castle
William. Field Officers of the Militia, thro'
the province. Court of Admiralty. Post-
Office. Officers of the town of Boston.

CONNECTICUT.
Governor, Deputy Governor and Council.
Judges of the Superior Court. Judges of the
Inferior Court, Clerks, Sheriffs, King's At-
tornies, Barristers at law. Judges of Probate
and Registers. Justices of the Peace for the
several counties. President, Fellows and Ti-
tutors of Yale College. Ministers, Churches
and religious Assemblies. Custom-Houses.—
Field Officers of the Militia.

RHODE ISLAND.
Governor, Deputy Governor and Council.
Judges of the Superior Court.—Judges of the
Inferior Courts, Clerks and Sheriffs. Town
Clerks. Court of Vice-Admiralty. Custom-
House. Justices of the Peace. Ministers,
Churches and religious Assemblies. Field Of-
ficers of the Militia.

NOVA-SCOTIA.
Governor, Lieut. Governor, Council and
House of Assembly, Judges of the Courts, of
Probate, Registers, Registrars Deeds, Jus-
tices of the Inferior Courts, Court of Ad-
miralty. Ministers. Justices of the Peace.

On **THURSDAY**, 9th of March,
At ONE o'CLOCK, will be Sold by
PUBLIC VENDUE,

At the **BUNCH of GRAPES**, in King-Street.
The Schooner **FIRE AMERICAN**,
barthen about Forty Tons, now lying at
Peck's Wharf, is very proper for the Fishing
Trade.—Inventory of her stores may be seen
in the hands of **J. RUSSELL, Auctioneer.**


QUART BOTTLES,
By the **GROCE**, are to be **SOLD** at
Thomas Apthorp's Store.

This is to inform
WILLIAM COTTON
A Native of **SCOTLAND**
who was a son of **James Cotton**, a
MINERVA, Capt. **William Cotton**, from
New-Haven to St. Croix, from February to
May 1767, and was discharged at St. Croix.
That, if he will apply to **Adam Babcock** at
New-Haven, or to the printers hereof, he will
hear of something much to his advantage.
The said Cotton is a short thick well set man,
about 5 feet 4 inches high. Any masters of
vessels that has seen the said Cotton, and can
give an information where he may be found,
is requested to inform the printers hereof.
ADAM BABCOCK.

Second Edition,
Price Seven Copper single, and Twenty-five
Shillings Old Tenor, or Four Shillings new
Four Pence Lawful the **DOZEN.**
AND TO BE SOLD BY

JOHN MEIN,
At the **LONDON BOOK-STORE**, King-Street, Boston.
BICKERSTAFF'S,
B O S T O N
ALMANACK,
For the Year of our Lord **MDCCLXIX.**
Being the first Year since Leap-Year, and the
Ninth of the Reign of his Majesty **KING**
GEORGE III.
Calculated for the Meridian of **BOSTON**,
but will serve without any sensible Errors

THE HISTORY AND DEVELOPMENT OF ADVERTISING

 matter—will sail in all next week; now lying at the North-side of the Town-Dock. For Freight or Passage apply to the master on board. May 29.

BLACK SAND,
WHICH is so useful to all who have any thing to do with penmanship—for sale, at No. 34, opposite the Treasurer's Office, in Marlborough-Street.

AT BOOKS and STATIONARY, as usual. Boston, May 29, 1790.

TICKETS
IN the 3d Class of the **STATE LOTTERY**, which will commence drawing on the 22d July next, are to be sold at **DAVID WEST'S** Shop, opposite the Treasurer's Office. Also, **TICKETS** in the other Lotteries.

THE several **SCHOOL BOOKS**, used in the Grammar Schools in this town, may be had at the above Shop. May 29, 1790.

TO BE LET,
A Convenient **TENEMENT**, together with a Shop, Wood House and Barn, situated in Prince-Street, leading to Charles River Bridge. Inquire of the Printer. May 29.

TO BE SOLD, if applied for soon,
A Small Fount of **MUSICAL TYPES**. Inquire of the Printer. May 26, 1790.

THE BLOTTER IN THE EIGHTEENTH CENTURY

Advertising of black sand for ink-drying before the days of blotting paper. Reproduction is from Massachusetts Centinel for May 29, 1790.

for independence had an average of five hundred subscribers each. But the second-hand circulation of a newspaper in those days was of course much greater than in later periods, many copies being read aloud in the coffee houses to groups.

Reading matter was still somewhat of a novelty in 1765. About fifteen thousand copies of four-page 9 by 15 inch newspapers were being printed weekly for a white population of some two million, 80 per cent. of which was of English stock. Almost

anything in print got attention. Advertisements had as much interest as the news columns, perhaps greater interest, for they were more intimately connected with the reader's daily life than were the foreign items which made up so large a part of the news. Arrival of a new cargo of food or drink, or tools, likely was what the man, home from a reading at the coffee house or tavern, talked about at his fireside rather than the reception of a new envoy at some court in Europe.

The stamp tax victory doubtless would have resulted in a more immediate increase in newspapers had not a long-present paper shortage become acute coincident with the anti-tax agitation. Paper was being made by hand from cotton rags. With spinning and weaving in

PAPER SHORTAGE DELAYS DEVELOPMENT

the home the common method of obtaining raiment, people employed odd rags to patch old clothing, and rags for paper making were scarce. This discouraged the establishment of new papers and deterred most existing papers from enterprise in either news or advertisements.

Advertising display received a setback. Benjamin Franklin's Gazette in 1765 undid what it had built up and went back to small type and solid pages, with no cuts except the thumbnail shipping illustration. Franklin's page size had been 10 by 16 inches since 1750, with three columns to the page, and that seemed to be regarded as the limit of size. The Gazette's advertising volume was now seven or eight columns in a twelve-column paper, and paper shortage forbade large display.

Our earliest newspapers got their paper stock entirely from Europe, and until 1800 most of it was imported. Efforts to establish paper mills in America had been made since 1728, when the first was set up at Elizabethtown, N. J., by William Bradford. In these small mills, seldom employing more than three or four men, it was a day's work for three men to manufacture three thousand small sheets. With raw material high and a limit on the price that could be obtained for paper, the profit was small. Laboring at paper making was not remunerative enough to attract good men from agriculture or other work, and the quality of the labor showed in the product, which often was wet and unsized. Hence paper mills had a short life, making the supply uncertain.

Strenuous efforts were made over a long period of years before and after 1765 to remedy the situation. Benjamin Franklin is said to have had a hand in the building of eighteen paper mills from time to time. One of the first systematic means employed to obtain rags was advertising. In Boston as early as 1732 Richard Foy had inserted an advertisement in the local paper asking for rags for his mill. The quantity received was so satisfactory as compared with what he had been getting that he promptly inserted another advertisement thanking the public and requesting more, and this was followed periodically by reminders that he paid for old rags.

Advertising as a method for securing rags appears to have been found the most promising, for it was continued with editorial support and after the middle of the century led to the establishment of a sys-

THE HISTORY AND DEVELOPMENT OF ADVERTISING

tem of collection. In the Boston News-Letter we find, in 1769, announcements such as this:

The bellcart will go through Boston before the end of the month to collect rags for the paper mill at Milton, when all people that will encourage the paper manufactory may dispose of them.

This bellcart toured town and countryside in quest of bits of discarded cloth. It was largely the needs of our early newspapers and of advertising that made the ragman one of our institutions.

Agitation of the paper problem had some effect. In Connecticut the Legislature paid a bounty of a penny a quire to one manufacturer, but after paying on some ten thousand quires stopped it. In Massachusetts the Legislature appointed agents in the various towns to collect rags. By 1770 there were about fifty paper mills in the colonies, forty of them in the three provinces of Pennsylvania, New Jersey and Delaware, which explains why Philadelphia publishers had less difficulty than those in New York and Boston.

With the coming of the Revolution, paper became a greater concern than ever, and in spots it was unobtainable for long periods, and a number of newspapers were forced to suspend. When the war began there were some thirty-five newspapers, and they had an average circulation of 600 copies each per week. During the war circulation bounded up. In Boston the Gazette, organ of the Revolution, attained a circulation of 2,000 copies per week. At Hartford the Courant built its own paper mill and used the entire weekly output of 8,000 sheets.

Cartridge making and other army needs created new paper demands and town and country were combed for possible material. Many a patriot contributed his only book to the cartridge plant. The Worcester Spy, whose motto, *Americans! Liberty or Death! Join or Die!* began appearing over its title in 1775, earnestly requested that "fair Daughters of Liberty . . . would not neglect to serve their country by saving all linen and cotton rags," for which the paper mill would give ten shillings per pound. In Boston a few years earlier the price of cotton rags had been three pence per pound.

The situation in New York was particularly bad. The publisher of the New York Packet, acknowledging a subscription from the Execu-

PAUL REVERE AMONG COLONIAL ADVERTISERS

tive Council of Pennsylvania in February, 1779, wrote: "I have published but few papers the last few months owing to scarcity of paper, but now have a parcel on the way hither and in two weeks shall begin to forward them to you." In 1781 paper shortage prevented the New York assembly from printing its journal.

HENDERSON INCHES } F

WHEREAS many Persons are so unfortunate as to lose their Fore-Teeth by Accident, and otherways, to their great Detriment, not only in Looks, but speaking both in Public and Private :—This is to inform all such, that they may have them re-placed with false Ones, that look as well as the Natural, and answers the End of Speaking to all Intents, by **PAUL REVERE**, Goldsmith, near the Head of Dr. Clarke's Wharf, Boston.

•• All Persons who have had false Teeth fixt by Mr. John Baker, Surgeon-Dentist, and they have got loose (as they will in Time) may have them fastened by the above, who learnt the Method of fixing them from Mr. Baker.

XXXXXXXXXXXXXXXXXXXX

A *LI. Persons indebted to the Estate of the Rev. Mr.*

PAUL REVERE AS AN ADVERTISER

Besides being a goldsmith and copper-plate engraver, the hero of the midnight ride was a dentist. The reproduction is from the Boston Gazette for September 5, 1768.

CHAPTER XIX

JOHN DUNLAP, PUBLISHER FIRST AMERICAN DAILY

Of sixty-seven papers started since 1690, forty-three were in existence when peace was signed and England acknowledged the independence of the United States. Among these the most interesting from the advertising standpoint was the Pennsylvania Packet and the General Advertiser, published in Philadelphia, beginning in 1771, by John Dunlap. This journal found it possible, despite the paper situation, to give advertising a decided impetus and set an example which was imitated in other cities as the paper supply improved.

The first issue of this Philadelphia weekly, a three-column paper of four pages, each nine inches wide by fifteen deep, gave evidence of the progressiveness behind it. The volume of advertising in the initial number, seven columns of it in a twelve-column paper, may have included some that were "lifted" from other papers and were published gratis to make a showing. Yet they could not have included everything scheduled, for we have the publisher's announcement that "some advertisements which came too late are deferred till next week, when they shall be carefully regarded." The clean typographical appearance of the new paper was striking. It was a revival of the best days of Franklin's Gazette.

Most significant was Dunlap's policy to give attention to commercial interests rather than politics. This was indicated not only in the name, "General Advertiser," but in the news columns, where a large percentage of the space was devoted to current prices of merchandise. New methods made a distinct contribution to the development of commercial publicity.

Dunlap, in his choice of title for his paper and in the great variety of advertisements he obtained, showed that he had learned from the success of Houghton in London and Franklin in Philadelphia. He had

JOHN DUNLAP'S ENTERPRISE PROMOTES GROWTH

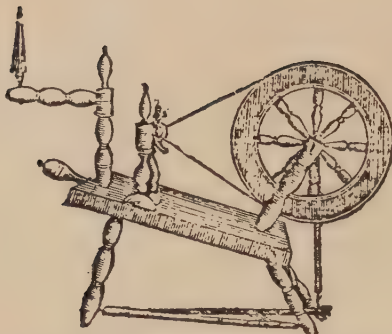
determined that the way to build up advertising patronage was to devise ways and means to make each piece resultful. Advertising became more visible and easier to read as one outcome of his study of the subject. Featuring of domestic commercial news over politics and foreign advices was an additional effort to increase interest in merchandise, as well as to interest the sellers of merchandise in the paper itself.

Dunlap's methods in the *Pennsylvania Packet* and the *General Advertiser*, which gave more prominence to advertising than to news, were employed to help sell *the idea* of advertising, to demonstrate that it paid to advertise. He brought advertising to the front of the stage and threw a spotlight on it, giving it that extra emphasis which is so necessary to gain converts to a new idea. Like Houghton a century earlier in England, and Franklin in the 1730's, Dunlap worked hard to make actual advertisers out of the potential.

Paper shortage, even in the relatively easy situation of Philadelphia, resulted in the reduction of illustrations except for the thumbnail cut of a ship in marine announcements, but Dunlap soon revived them and added to their variety. The runaway servant advertisement, for example, now carried a cut showing a roadside traveler, with kerchief pack slung on shoulder staff. Pictures of houses in real estate advertisements, and various symbols of trade, previously used in Franklin's *Gazette*, again appeared. Special cuts of full-column width were made for individual advertisers, a striking innovation. In the first issue James Cummings, dry-goods man, whose address was "At the Sign of the Spinning Wheel," ran a one-column cut of that spinning wheel at the head of his copy—and dominated the page.

That Dunlap was on the right track and that he was doing important work for advertising soon was demonstrated in the physical growth of his paper. Starting with four pages, three columns to a page, and a page size nine by fifteen inches, the *Pennsylvania Packet* and the *General Advertiser* within two years increased the number of columns to four and deepened them until the page size became twelve by nineteen and a half inches. Advertising made up two thirds of the content of the paper.

When he presently was obtaining so much advertising each week that he could not get it into one issue Dunlap made his paper a semi-



JAMES CUNNING,

At the sign of the SPINNING WHEEL, in Third street, between Market and Arch streets, the third door from Church-Alley,

HAS just opened a large and neat Assortment of DRY GOODS, suitable to the season, which he is determined to sell by wholesale or retail, on the lowest terms; and as he is a new beginner, he assures the Public, he shall make it his particular study to merit their favours.

AMERICAN FLINT GLASS, MANUFACTURED BY

HENRY WILLIAM STIEGAL,

at his Factory at Manheim, in Lancaster county, of all sorts, equal in quality to any European glass. The success and great sale I have met with since the erection of this manufactory, enables me to assure the Public, I can supply any large quantity on a short notice, and upon lower terms than the English glass. It is not in the least doubted, but that those Gentlemen who have already encouraged this undertaking in its infancy, which must be of great utility to the Public, will still continue their zeal for the good of their country manufacture, and induce them to promote my endeavours in so laudable an undertaking.

Orders and Patterns are desired to be sent to Mr. ALEXANDER BARTRAM, who will immediately forward them to the factory, and will always be supplied with a large Assortment ready at his Store in Market-street, which he will sell on the same terms as at the factory.

N. B. Any order packed at the factory must amount to twenty pounds, or upwards.

HENRY WILLIAM STIEGAL.

Imported in the MOLLY, Captain DUNCAN, from LONDON, and to be Sold by

JOHN DAY, AND COMPANY,

At their Medicinal Store, in Second-street, between Market and Chestnut streets,

A FRESH ASSORTMENT of the very best DRUGS, CHEMICALS and GALENICALS. Also, Patent Medicines, Surgeons Instruments, Spa and Pyrmont Waters, Amisfeed, Juniper Berries, Gold Leaf, Varnish, Spelter, Saltpetre, Pearl Barley, Sago, Borax, Pumice and Rotten Stone, Spunge and French Chalk.

Figured and cross-bar'd stuffs, Men, women, and chil- dren's' worsted, cotton and thread hose, Mens' silk hose, Womens' silk mittens, Womens' worsted gloves and mittens, Men and womens' best bea- ver pelt gloves, Womens' purple, white and cloth coloured gloves and mittens, Two, three and four thread superfine cloth coloured and black breeches pat- terns, Silk ditto, Fine and coarse yard-wide and 7-8ths Irish linens, Long lawns, Clear lawns, Cambricks, Kentings, Kenting handkerchiefs, Flower'd, strip'd and plain Jawns, Apron wide handkerchiefs,	Common and Whitechapel needles, Fans, Nankeens, Ermine for trimming cloaks Horse-whips, Shoe and knee buckles, Knives and forks, Barlow penknives, Pistol cap and cutteau knives, Temple spectacles, Scissars, Thimbles, Watch seals, Brass ink-pots, Fountain pens, Nutmeg graters, Sleeve buttons, Pins, Knitting needles, Kerby fish-hooks, Black beads, Ribbons and ferrets, Broad and narrow bind- ings, Silk knee garters, Ink-powder, Extinguishers, &c. &c.
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* Said BARTRAM has also for Sale, INDIA CHINA, a large and neat assortment of Delph and White, and Blue and White Stone, Enamelled and Queen's China Ware. He likewise has a very complete assortment of Stiegal's American Flint Glass, and Potter's Ware, which is made at his Pot-house, equal to any made in this province, and will supply them at fully as low rates as the other manufacturers.

WANTS EMPLOY,

A SCHOOLMASTER, who understands Merchants Accounts, and several branches of the Mathematics. He also understands and teaches Vocal Music, in the best manner: He is capable of being a Clerk to any congregation, and has been in that employ for sometime past. With respect to his abilities and good behaviour, he can produce sufficient credentials. For further particulars enquire of the Printer.

A FEW BARRELS of CAROLINA PORK, to be sold by JOHN MURGATROYD, in Water-street, near Tun-Alley.

FIVE PISTOLS REWARD.

RAN AWAY, on Saturday the 26th ult. from the American Flint Glass Works in Manheim, Lancaster county, a certain servant man, named FELIX FARREL, by trade a Glass Blower, about twenty four years of age, five feet six or seven inches high, of a cross look, has a scar in his face, and wears his own dark brown hair. Had on when he went away, a brown coat, a yellow silk striped jacket, a pair of boots, and a beaver hat, &c. Whoever takes up said Farrel, and secures him in any of his Majesty's goals, shall have the above reward and reasonable charges paid by

HENRY WILLIAM STIEGAL.

PHILADELPHIA: Printed by JOHN DUNLAP, at the NEWEST PRIN
Subscriptions at TEN SHILLINGS *per annum*, Advertisements, &c. are thanl

OPEN TYPOGRAPHY of JOHN DUNLAP'S PENNSYLVANIA PACKET and GENERAL
ADVERTISER (ISSUE FOR NOVEMBER 18, 1771)

Dunlap made one-line listings of the long enumerations of goods which Benjamin Franklin's Gazette first induced the general stores to insert, but which Franklin set in run-in style. Dunlap encouraged pictures, which Franklin started in the advertising columns but presently discouraged owing to paper shortage. (From files in New York Public Library. Reduced one tenth.)

IN 1784: BIRTH OF FIRST AMERICAN DAILY

weekly. Then, as advertising volume grew, the Pennsylvania Packet and the General Advertiser, in 1783, became a tri-weekly. And a year later, with David C. Claypoole as Dunlap's partner, it became a daily, the first daily newspaper in the United States.

The initial issue of the first American daily, the Pennsylvania Packet and Daily Advertiser, price fourpence, September 21, 1784, had ten columns of advertising in a sixteen-column paper. All of the front page was advertising, the forty different pieces placed there including representation of shipping, auctions, commodity brokers, dry goods, foods, wines and various other merchandise.

It is an interesting observation that the first daily newspaper established in the United States came, not on account of a demand for fresh news but as a result of pressure of advertising. The first New York daily was likewise an advertising sheet rather than a newspaper. This was the New York Daily Advertiser, first published on September 1, 1785, by Francis Childs.

This paper was obviously established as a result of Dunlap's accomplishment in Philadelphia and proved the good judgment of its publisher in the immediate success it made. Ten to thirteen columns of advertising in a sixteen-page paper the first year quickly put it on a par with the Pennsylvania Packet and the Daily Advertiser in Philadelphia. It had a flat price of "three shillings each" for advertisements.

To the advancement of advertising display the New York Daily Advertiser made contributions of its own. In the very first issue headline type in advertisements ran as high as 36-point. Bold one-word headings of this size outdid Dunlap, who had not gone higher than 18-point. Seven-point chain rules were among the devices used to impart individuality and get attention. Illustrations were more numerous than in Philadelphia, especially in the large size, and there were more of the individual type. It was in the New York Daily Advertiser in 1785 and 1786 that the perfumer began to use a column-wide cut of a rose to distinguish his advertisement, the cabinet maker a column-wide chair, the livery stable a column-wide horse and man. What is believed to be the first advertising illustration showing a woman clad in furs appeared in this paper.

The good work was, however, not to continue without a check.

The Pennsylvania Packet, and Daily Advertiser.

Price Four Pence.]

TUESDAY, SEPTEMBER 27, 1774.

[No. 1755.]



For Liverpool

The good ship **CAYO**,
Master, Robert Adams, will
be ready to sail on the 1st of
October, and will return early in the
spring. For freight or passage apply to
WILLIAM MORRIS & SONS.



For Dublin

The ship **DUBLIN PACKET**,
Master, Robert Adams, will
be ready to sail on the 1st of
October, and will return early in the
spring. For freight or passage apply to
WILLIAM MORRIS & SONS.



For Cork

The ship **DUBLIN PACKET**,
Master, Robert Adams, will
be ready to sail on the 1st of
October, and will return early in the
spring. For freight or passage apply to
WILLIAM MORRIS & SONS.



For Gottenburgh

The ship **DUBLIN PACKET**,
Master, Robert Adams, will
be ready to sail on the 1st of
October, and will return early in the
spring. For freight or passage apply to
WILLIAM MORRIS & SONS.



For London

The ship **DUBLIN PACKET**,
Master, Robert Adams, will
be ready to sail on the 1st of
October, and will return early in the
spring. For freight or passage apply to
WILLIAM MORRIS & SONS.



For Bermuda

The ship **DUBLIN PACKET**,
Master, Robert Adams, will
be ready to sail on the 1st of
October, and will return early in the
spring. For freight or passage apply to
WILLIAM MORRIS & SONS.



For Bombay

The ship **DUBLIN PACKET**,
Master, Robert Adams, will
be ready to sail on the 1st of
October, and will return early in the
spring. For freight or passage apply to
WILLIAM MORRIS & SONS.



Peter Whitehead & Co.

For sale, by
Peter Whitehead & Co.
of the City of London.



Mulcown Sugars

For sale, by
Mulcown Sugars
of the City of London.



Delaware State

For sale, by
Delaware State
of the City of London.



Notice to the Public

For sale, by
Notice to the Public
of the City of London.



Jones and Foulke

For sale, by
Jones and Foulke
of the City of London.



German DOWLAS

For sale, by
German DOWLAS
of the City of London.

To the Honorable Members of the

For sale, by
To the Honorable Members of the
of the City of London.

The Sale of Public Stores

For sale, by
The Sale of Public Stores
of the City of London.

History of the Bible

For sale, by
History of the Bible
of the City of London.

The Partnership of William & James

For sale, by
The Partnership of William & James
of the City of London.

James Miller

For sale, by
James Miller
of the City of London.

To be Sold

For sale, by
To be Sold
of the City of London.

The Island of Bombay Hook

For sale, by
The Island of Bombay Hook
of the City of London.

Isaac Franks, Broker

For sale, by
Isaac Franks, Broker
of the City of London.

Benjamin Noyes & Co.

For sale, by
Benjamin Noyes & Co.
of the City of London.

Well Assured MERCHANTS

For sale, by
Well Assured MERCHANTS
of the City of London.

Benjamin Noyes & Co.

For sale, by
Benjamin Noyes & Co.
of the City of London.

Lion Moses, Broker

For sale, by
Lion Moses, Broker
of the City of London.

To the Honorable Members of the

For sale, by
To the Honorable Members of the
of the City of London.

Grand Lodge

For sale, by
Grand Lodge
of the City of London.

Reed & Forde

For sale, by
Reed & Forde
of the City of London.

For SALE BY

For sale, by
For SALE BY
of the City of London.

James Miller

For sale, by
James Miller
of the City of London.

To be Sold

For sale, by
To be Sold
of the City of London.

The Island of Bombay Hook

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Well Assured MERCHANTS
of the City of London.

Benjamin Noyes & Co.

For sale, by
Benjamin Noyes & Co.
of the City of London.

Lion Moses, Broker

For sale, by
Lion Moses, Broker
of the City of London.

This Morning

For sale, by
This Morning
of the City of London.

PUBLIC GOODS

For sale, by
PUBLIC GOODS
of the City of London.

Reed & Forde

For sale, by
Reed & Forde
of the City of London.

For SALE BY

For sale, by
For SALE BY
of the City of London.

James Miller

For sale, by
James Miller
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For sale, by
Lion Moses, Broker
of the City of London.

AMERICA'S FIRST DAILY NEWSPAPER—THE INITIAL NUMBER

Beginning with a weekly issue in 1771, John Dunlap obtained so much advertising that presently he made his paper a bi-weekly, then a tri-weekly, and, finally, beginning September 21, 1784, a daily. Mechanical facilities limited size to four pages.

FIVE DOLLARS REWARD. Runaway from the

Subscriber, at the NEW AMSTERDAM, an indentured
MULATTO BOY, named WILLIAM, about 14 years
of age, is a cunning and active lad, and well acquaint-
ed in this city. He has been taking a boat Bergen-
Point, in New-Jersey, and is supposed to be detain-
ed by his former master, (James Moran) who now
resides there. Any person who will apprehend the a-
bove described servant, and bring him to the sub-
scriber shall receive the above reward.

JAMES GRIFFITHS.

All Persons are hereby strictly forbid harbouring or
concealing the said lad, as also all matters of ves-
sels from carrying him off, as they shall answer such
illegal act through a process of law, in such case.

New York, March 3. cf.

Major Pendleton's

Business calling him to the Southward, the STAGE-
OFFICE is removed to HALL's No. 49, Cortlandt-
street, leading from Orange Market to Powles Hook
Ferry, being the first brick house on the left hand
from Broadway, where is general boarding and
lodging. The BOSTON and ALBANY STAGES
will start on Monday and Thursday Mornings,
precisely at FIVE o'clock; those who wish to take
seats are requested to apply the evening previous to
starting, and leave all extra baggage.

N. B. A HACKNEY will always be ready to con-
vey Ladies and Gentlemen to any part of the town
they please to direct. Feb. 27 th.

TO BE SOLD, A likely active Negro

boy, about fourteen years of age, accustomed to
house work and waiting at table. Sold only for
want of employ, Enquire at No. 18 William-
street. cf.

To be Let,

For a Term of years, from the first of May
next, or sooner if required.



THAT well known Dwelling
House, and Out-Houses, at
Haerlem, about nine miles from the
City of New-York, known by the
White House. It is a good situation
for public business, or a gentleman's
Country Seat, it contains about eleven acres of land,
with a good Orchard, and other improvements, the
House consists of six fire places, and several elegant



THOMAS BURLING,

CABINET and CHAIR-MAKER,
at the sign of the CHAIR, near the Chapel, in
Beekman-street, formerly Chapel-street,

ACKNOWLEDGES the many favours received
from his Friends and the Public, and would wish
to inform them that he has opened a WARE-ROOM
of MAHOGANY and other FURNITURE, on a more
extensive plan than heretofore; and for the conveni-
ence of strangers and others, who may resort to, or
settle in this city, he means to keep an assortment
where they may be supplied on the shortest notice;
for it must hurt the feelings of every citizen to ob-
serve the daily imposition strangers are liable to, in
purchasing new furniture at these public vendues.

He served his time with Samuel Prince, a con-
spicuous character in his way, and esteemed one of
the best workmen in this city, and as he has laid in a
stock of the best Mahogany and other Wood, and
means to employ the best hands, and sell his work
at the lowest rate good work sells at, he flatters
himself with being able to give satisfaction to his
customers.

Bed-Chairs for the Sick having been much want-
ed in this city, said Burling has provided some to
let. cf.

To be Sold, Let, or
exchanged for Property in the City of
NEW-YORK.

A Farm at Haerlem,

ABOUT eight miles from New-York, contain-
ing about FIFTY ACRES of LAND, including
salt and fresh meadow: It is pleasantly situated on
the banks of the East River, and commands an ex-
tensive view of the sound and the adjacent country.
On the premises are a good commodious STONE
HOUSE, a kitchen adjoining, a barn, and an or-
chard of several hundred trees, in the highest per-

DISPLAY IN NEW YORK DAILY ADVERTISER IN 1787

Such display was succeeded before the end of the eighteenth century by a long period of limitation
to agate type—a restriction born in paper shortage—which was continued by the small-size penny
papers when they arrived in the 1830's and lasted in most papers until after the Civil War. (Photo-
graphed in files of New York Public Library.)

FIVE SHILLINGS REWARD.



RUN AWAY from the subscriber living in Fourth-street, a little above Race-street, the 25th ult. a girl named Christiana Lower, 13 years of age: Had on a blue calimancoe cap, blue and white checked handkerchief, a short red gown, blue and white striped linsey petticoat, an old pair of black stockings and new shoes. Whoever takes up said girl and brings her home, shall have the above reward and reasonable charges.

CHRISTIAN LOWER.

THREE POUNDS REWARD.



RUN AWAY from the Subscriber, living at Warwick furnace, Minehole, on the 23d ult. an Irish servant man, named DENNIS M'CULLIN, about five feet eight inches high, nineteen years of age, has a freckled face, light coloured curly hair. Had on when he went away, an old felt hat, white and yellow striped jacket, a new blue cloth coat, and buckskin breeches; also, he took with him a bundle of shirts and stockings, and a pocket pistol; likewise, a box containing gold rings, &c. Whoever takes up said servant and secures him in any goal, so as his master may get him again, shall have the above reward and reasonable charges paid by

JAMES TODD.

N. B. All masters of vessels, and others, are forbid from harbouring or carrying him off, at their peril.

FORTY SHILLINGS REWARD.



RUN AWAY from Mr. Richard Dallam's on Swan Creek, in Baltimore county, on Monday the 13th ult. a servant man belonging to the Subscriber, imported the last season from Dublin, middle aged, of low stature, well set, calls himself NEAL M'LAUCHLAND, a native of Ireland, and speaks much in that country dialect. Had on when he went away, a dark olive coloured cloth coat, with a brown cloth jacket, sheepskin breeches, ribbed stockings, and good shoes; he has also carried several other clothes with him. He wears his own hair, which appears very grey, and says, he lived several years in Philadelphia, with Mr. David Franks and Mr. John Reynold's, for the latter of which he drove a carriage, and professed that as his business. It is expected he will make for Philadelphia. Whoever takes up the said servant, and secures him in any goal, so that his master may have him again, shall receive the above reward; and if brought home, reasonable charges by

AMOS GARRETT.

The close relation of paper supply to the development of advertising, especially in its physical appearance, had another demonstration after these first dailies had been several years building up a typography. Beginning in 1787, the New York Daily Advertiser cut the largest type permitted in advertising to 18-point and reduced the size of text type. Three years later the paper narrowed its columns to two and a quarter inches and jammed five columns into the page. This helped for a time. The further pressure which made it necessary to get sixteen columns of advertising into a twenty-column paper caused large cuts to be eliminated. In Philadelphia the same kind of compression was going on. Six-point type became the rule in advertising text

THE RUNAWAY BOND SERVANT

A common class of advertising in the eighteenth century. Examples are from Pennsylvania Packet and General Advertiser for February 10, 1772. (New York Public Library.)

GEORGE WASHINGTON BOUGHT ON ADVERTISEMENTS

and this was set so flush in the column that column rules did not print up. By 1795 the papers had temporarily gone back to a style of typography that made them soggy even than the English news sheets of a century earlier. Relief from paper shortage did not come until the importation of rags from Europe began after the opening of the nineteenth century. In the meantime typographic development suffered a wait. In Massachusetts a local stamp tax also acted as a deterrent to the use of paper, but this revival in 1785 by an American legislature of a measure which had been so unpopular under British rule was short-lived.

The New York Daily Advertiser had among its readers distinguished persons of both sexes who scanned its advertisements and were influenced by them. This is proved by a letter written by General George Washington. At the bottom of the last column of page 3 of the Daily Advertiser for January 16, 1789, he read:

American Woolens.

JUST received from the flourishing Manufactory at *Hartford*, a few Pieces of superfine BROAD-CLOTHS, of an excellent quality, which may be had in patterns, at reasonable prices, of **GILBERT EVERINGHAM, No. 44, Water-street,—both London Smoke, and Hartford Grey.**

Shopkeepers and others, who may want by the piece or package, will please to leave orders with NATHANIEL HAZARD, No. 51, Water-street.
Jan. 12: m ttt

How our first president went about it when he answered an advertisement was left for posterity to see in the following letter. The communication was written three months before the inauguration and is addressed to Major General Henry Knox in New York:

Mount Vernon,
January 29th, 1789.

MY DEAR SIR:

Having learnt from an Advertisement in the New York Daily Advertiser, that there were superfine American Broad Cloths to be sold at No. 44 in Water Street; I have ventured to trouble you with the Commission of purchasing enough to make me a suit of cloaths. As to the colour, I shall leave it altogether to your taste; only observing that if the dye should

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not appear to be well fixed & clear, or if the cloth should not really be very fine, then (in my judgment) some colour mixed in grain might be preferable to an indifferent (stained) dye. I shall have occasion to trouble you for nothing but the cloth & twist to make the button holes.

If these articles can be procured and forwarded, in a package by the stage in any short time your attention will be gratefully acknowledged. Mrs. Washington would be equally thankful to you for purchasing for her use as much of what is called (in the Advertisement) London Smoke as will make her a riding habit. If the choice of these cloths should have been disposed of in New York where could they be had from Hartford in Connecticut where I perceive a Manufactory of them is established? With every sentiment of sincere friendship

I am always, Affectionately Yrs.,
[Signed] G. WASHINGTON.

Interesting as the Washington letter is in its bearing on response in the early days of advertising, it and the American broadcloth advertisement have a deeper interest when we recall the struggle for a beginning in American manufacture which was then going on and the effect the eventual realization of these industrial ambitions has had on advertising.

CHAPTER XX

YANKEE PEDDLER GIVES START TO MANUFACTURING

By "manufacture" is meant manufacture on a commercial scale, in a factory, with operatives working for wages. The steps by which this stage was reached were the same as in the Old World. First, we had the family making various articles for its own use, the most important of which was cloth. Next was the production of a surplus for sale to neighbors or to a merchant. This surplus might be cloth or pottery or something else in which a family had skill. Then came the stage in which the merchant or factor supplied yarn or other raw material to be worked up in the home and returned as a finished product.

This household-industries period of our manufacturing history came to include in its products, besides fabrics, such articles of common use as hats, shoes, woodenware, candles, combs, buttons, brooms, furniture, spinning wheels and wagons. In cloth the little family factories were before the middle of the eighteenth century supplying about two-thirds of the yardage used in the colonies. But it was very rough homespun, this home-made fabric, and to obtain the finer cloth it was necessary to buy the English weave.

Figuring as an important influence in the expansion of household manufacture is one of our most celebrated American types, the Yankee peddler. He is generally regarded in history somewhat according to the characterization by an English traveler and writer, whose mildest description of him was "a person whose ingenuity in deception is confessedly very great." He is the hero of the wooden nutmeg legend. But whatever his faults, and however much we may regret the reputation the Yankee peddler and his compatriot, the American trader, got for us in Europe, we give him credit for the good that came out of his activities. Besides finding a market and thus encouraging industries he did much for the art of persuasion. And we

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wonder if the famed American adaptability which began to show in a big way early in the nineteenth century, and has helped make us what we are, is not traceable to the many earlier examples of business enterprise set by thousands of Yankee peddlers over a long period of years in all parts of the country.

Our first peddler, or chapman, as he was then called, appears on the scene in New England in the seventeenth century. He was a man dexterous in the making of some household need, which he bartered for produce or something else his neighbor had. Gradually the chapman extended his operations to other settlements. To this type of peddler, who himself made the articles he bartered, was added the type that purchased his stock in the seaport towns.

The home-manufacture chapman usually was a specialist, carrying only one article. The other was a notion peddler, a walking Woolworth. Currency was scarce, and they seldom got money for their wares, taking instead anything they could sell in town. During the period of shortage in rags for paper making the peddler was a valuable aid. He did a good business exchanging his wares for rags worth in town sometimes ten times as much as the article he gave for them. He also accepted the housewife's knitting and crocheting, which he sold to the town merchant. Beaver skins were welcome.

A chapman on foot had slung on his back a pack or trunk weighing about fifty pounds. In his hand he carried a gun to protect himself against Indians and to provide himself with food on the longer jumps through the wilderness. From peddler on foot he became peddler on horseback, and later, when roads made it possible, he appeared with a traveling store in a wagon. He traded with Indians as well as whites, and went far into the Middle West. He usually was young, and always adventurous. It was stories of fertile land and big opportunity told by the chapman on his return home that started emigration from New England to the Middle West.

Brought up in New England, where a less liberal soil made it more difficult to get a living than in the middle and south Atlantic colonies, the Yankee chapman had his trading instinct activated and his wits sharpened by the rigorous attention that mere sustenance required of him. He called forth in his selling all the tricks that inheritance in the human race had given him and added some new ones. His famous

Advertiser.

Y, JANUARY 16, 1789

[No. 1219]

FOR SALE, By John Dewint,

A Fine parcel St. Croix rum in hhds,
Jamaica spirits in do.
French brandy in pipes and half pipes,
6 Tierces old St. Croix rum,
Gin in Cafes,
Brown sugar in hhds.
Powder sugar in hhds.
A few bags coffee,
Ditto Jamaica allspice,
Ditto black pepper,
Ditto India cotton,
Spanish dried hides—and an excellent pair—
cel seal leather, tanned in this country—Also,
2 Barrels indigo. tf Nov. 7.

J. Jacob Astor,

At No. 81, Queen-street,
Next door but one to the Friends Meeting-House,
Has for sale an assortment of
Piano Fortes, of the newest construction,
Made by the best makers in London, which he will sell on
reasonable terms.

He gives Cash for all kinds of FURS :
And has for sale a quantity of Canada Beaver, and
Beaver Coating, Raccoon Skins, and Raccoon Blankets,
Muskrat Skins, &c. &c. Dec. 29. 1m.

James Johnston,

No. 188, Water-street, has for Sale,
30 Hogheads Tobacco,
4 Casks Indigo,
80 Thousand Irish barrel Staves,
500 Barrels Beef and Pork,
20 Barrels Shad, and
1000 alks excellent Raisins.
Dec. 27.

TO BE LET,

A Stable with stalls for three

JOHN JACOB ASTOR GIVES CASH FOR FURS

Display advertisements in New York Daily Advertiser in 1789. (Photographed from January 16 issue, New York Public Library.)

Wanted to Purchase,

A FEW SHARES in the BANK; any person
inclining to sell will be pleased to call at No.
13, Great Dock-street. Dec. 31. w&tf

William Henson,

Taylor and Habit-Maker, from London,
No. 52, Smith-street;

HAS just opened for sale an elegant assortment of
VEST PATTERNS, among which are Gold
Mullins, Patent silk bordered, rich Brocades, Tobacines
&c. on very reasonable terms for cash, either with or
without making up. Dec. 3.

JOHN SIEMON,

No. 76, William-street, next door to Mr. Samuel
Gifford's,
Manufactures and has for sale, a large and general
assortment of

MUFFS and TIPPETS;

CONSISTING of Canada Martin of the first quality;
Inferior ditto,
Martha Throat,
Real and mock Ermine,
Russia and Siberia Squirrel,
Ground Squirrel,
Red Fox,
Real black Genet, and Russia Hare.

Likewise, a complete assortment of

Fur Trimmings and Edgings,

for ladies' cloaks, riding dresses, &c.

Cloak linings,
Great coats lined with fur;
Caps, gloves, &c.

The above articles he is now selling on the most
reasonable terms for cash.

Printed directions will be given how to pre-
serve the fur during the summer season. O&A. 23.
Received from London an additional assortment of
Muffs, Tippets, Fur Trimmings, &c. &c.
of the newest fashion in London for this season

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savvy and blarney made him a welcome visitor at the agriculturist's door. To create a desire to possess what he carried the eighteenth-century chapman used all the appeals known to modern selling. A book of selling psychology could have been written then simply by observing chapmen at work, if anybody had thought of it as a science or worth while. The chapman in his frank moments called it "just taking advantage of human nature." He was the original baby praiser. He was aware of the farmer's pride in his acreage. He was the first American salesman to sell Mrs. Smith by telling her that Mrs. Jones had bought one, and the first to leave in the house an article of luxury which, as he knew, the family in most cases would not want to part with when they were called upon to purchase or return it. He was the first to guarantee an article "if well used."

How the eighteenth-century Yankee artisan-peddler made a beginning for some of our industries is illustrated by tinware. In 1740 two men at Berlin, Conn., the Pattison Brothers, started shaping cooking utensils out of tin sheets imported from England. These utensils they peddled. Next they were hiring men to do the peddling while they manufactured. A half-dozen tanners working in a small shack supplied some twenty-five peddlers. As the routes became longer, extending out hundreds of miles from Berlin, they learned it was more economical to send tin workers and sheets to centers in the South and West and finish the product nearer the consumer.

Pioneer peddlers out of Philadelphia carried home-made knitting and sold socks and mittens to trappers and others living far from the settlements. Philadelphia is still the radial point of the industry to which they gave the start. From Boston went out the earliest itinerant cobblers, who turned the farmer's leather into shoes for the family. The Boston district in 1928 is nearly as much the shoe center of the country that it was several centuries ago. American-made clocks came from Connecticut, still the principal home of clocks. Peddlers of colonial wooden-wheel timekeepers were our earliest supersalesmen, their operations, which involved payment with notes, being responsible for a good deal of the chapman's unfavorable reputation. By way of showing that sharp practice was not all on one side it is recorded that not a few of the notes were found worthless.

At Leominster, Mass., in 1759, Enoch Noyes, household-working

T H B

FINE BAY HORSE TRUE BRITON:

SIX Years Old, and Fifteen Hands high, belonging to *ANTHONY WATERS*, Covers Mares at Five Pounds Proclamation the Season, at Capt. *HEARD*'s, in *WOODBIDGE*. He was got by Col. *TASKER*'s *OTHELLO*; and came of *MILLEY*, got by *OLD SPARK*, and full Sister to Col. *HOPPER*'s *PACOLET*: Her Dam was *QUEEN MAB*, got by *MUSGROVE*'s *GREY ARABIAN*; a most beautiful Horse, for which he refused Five Hundred Guineas; he was set up at Ten Guineas a Leap: Her Dam by the *Hampton Court CHILDERS*; her Grand-Dam by Governor *HARRISON*'s *ARABIAN*; her Great Grand-Dam by the *Chestnut ARABIAN*; her Great Great Grand-Dam by *LEEDS*; her Great Great Great Grand-Dam was a Barb brought over by Mr. *MARSHALL*, and was the Dam of Mr. *CROFT*'s *GREY-HOUND*.

Notwithstanding the Disadvantage this Horse laboured under, in not being thoroughly Broke, and consequently in very bad Order for Running, he won the Hundred Pound Purse at *PHILADELPHIA*, from Col. *HOPPER*'s *PACOLET*; from thence he was brought up to *NEW-YORK*, where he again won a Hundred Pound Purse from three reputed running Horses: Since which, he has won a Fifty Pound Purse, by distancing Mr. *LAREY*'s famous Horse *OLD-ENGLAND*, with the greatest Ease.

↳ The above Pedigree Col. *TASKER* had from under the Hands of *THOMAS SMITH*, his late Majesty's Steed Groom at *HAMPTON-COURT*, who bred *QUEEN-MAB*.

"OUTDOOR ADVERTISING" IN EIGHTEENTH CENTURY

A tack-up handbill printed in 1763. (From 6½ x 8½ inch original in New York Public Library.)

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comb maker and countryside peddler, started the American horn comb industry. It is still at Leominster principally. Attleboro, Mass., became the source of inexpensive jewelry in 1780, supplying peddlers. When we began making little things of brass it was to supply the Connecticut peddler, and today's great metal industry in that state thus also owes its origin in a way to the chaps who carried the pack.

Transition from household factories to real factories was beset with many difficulties and was long drawn out, with many disheartening failures to cause gaps of time between endeavors. From the beginning the English expected the colonies to make up for their expense to the home government by supplying raw materials to England and buying English-made goods. No attempt was made to restrict the output of coarse homespun from the colonial family loom, but when our household output of beaver hats began to be systematically collected and exported to England the London hatters, in 1732, secured the passage of an act forbidding the export of hats from the colonies.

That and various other restrictions had the effect of discouraging the establishment of factories in America in the eighteenth century. Other factors which operated to delay the coming of manufacture were the scarcity of capital and the attractiveness of cheap land. The potential factory hand preferred to be a landowner. Bounties upon the production of certain raw materials aided further in diverting attention from manufactures to other activities. In iron, as an instance, the production of pig iron for export to England was encouraged and made profitable, but rolling mills and steel furnaces were forbidden.

During the War of the Revolution the demand for army supplies, coupled with the cessation of imports, brought about the establishment of factories. It was believed that with these plants in running order and serving the needs of the country the start in manufacturing on a commercial scale had been made. This idea, however, was quickly dissipated. Immediately peace was declared England dumped such great quantities of manufactured goods here at low prices that our infant industries were for the most part quickly destroyed. The poor equipment of our plants could not compete with machinery on which England had a monopoly.

While the war was on, the English at home had been busy inventing textile machinery. The steam power loom, which appeared in 1785,

JUST IMPORTED,
AND TO BE SOLD BY
JOSEPH GREENOUGH, Jun.
AT HIS CHEAP SHOP,
A LITTLE BELOW THE FERRY-WAY,
NEW BURY-PORT.

SUPERFINE, middling, & low
priced Broad-Cloths, of vari-
ous colours.

Coatings.

Colchester and Drapery Baizes, of
all colours.

Blankets.

Crapes.

Corded Poplins.

Denmark Lustres.

Double Camblets.

Striped and plain Cambletteens.

Black Lastings, and Sattinetts.

Durants.

Tammies.

Callimancoes.

Corduroys, of all prices.

Men's plain black and white silk
Hofe.

Ladies' fine Cotton, ditto.

Men's fine and coarse Thread and
Cotton, ditto.

Plain black Worsted, ditto.

Patent ribb'd and plain, dark and
light grey, ditto.

Qualities.

Coat and Shoe-Binding.

Black and white Gauzes.

Black and white Gauze Handker-
chiefs.

$\frac{1}{2}$, $\frac{3}{4}$, and yard wide black silk
fring'd, ditto.

Bandanoes.

Printed Linen Handkerchiefs.

Cotton Shawls.

Sattins.

Modes.

Lustrings.

Ell wide Taffaties.

$\frac{1}{2}$ Ell Persians.

Saracenetts.

Tiffanies.

China, Sarcenet, and Sattin Rib-

Shop open at all hours, and the smallest favour gratefully acknowledged.

bons, of all widths and colours.
Tasste, pearl and plain edg'd, of
all colours.

Ferrits.

Black and white Silk Gloves and
Mitts.

Ladies' Kid Gloves and Mitts, of
various colours.

Gentlemen's Woodstock, Dogskin
and Beaver Gloves, of all co-
lours.

Sewing Silk.

Scarf Twist.

Fancy, Death-head, and other
Buttons.

Irish Linens, of different widths
and prices.

Fine and coarse $\frac{1}{2}$ Tabling Diaper.
Manchester Checks.

Striped Cotton, and Cotton and
Linen of all widths and prices.

Thread Edgings, and Blond Lace
—a very nice assortment.

A variety of Callicoes and Chint-
zes, of the newest fashion.

Tapes. Threads.

A variety of Black and other Fans.

Black and white Chip Hats, French
and other Crowns, of the new-
est taste.

White and coloured Ostrich wa-
ving Feathers.

Black waving, and common, dit.

Ladies' English Russel Shoes, cross
cut and court Heels.

Morocco, red and green, ditto.

Hyfon, Souchong, and Bohea

Teas, of the first quality only.

Loaf-Sugar.

Nutmegs. Cinnamon.

Mace. Cloves.

Pepper. Allspice. Indico.

Glass & Yellow Ware, &c. &c.

PRINTED BY JOHN MYCALL, 1784.

DRY GOODS HANDBILL IN 1784

(From 6 $\frac{1}{2}$ x 11 $\frac{1}{2}$ inch original in New York Public Library.)

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the Printer.

May 29, 1790.

THE Proprietors of the SAIL CLOTH MANUFACTORY in Boston, in order to remove the prejudices that *some* American Duck has made in the minds of the Publick, by being sold for Boston make, and to give evidence of the superiour quality of *their* Cloth, exhibit the following Certificates, which they hope will prove satisfactory—Any quantity of which Cloth, from Number *one* to *eight*, may be had at the shortest notice, and at a price, comparing *weight and measure*, as low as any foreign Duck, whatever, by inquiring of
JOHN ANDREWS, No. 4, Union Street,
or at the **FACTORY, in Frog-Lane.**

WE the Subscribers, Merchants of the town of Boston, do certify, That we have cloathed our vessels with the Sail Cloth made at the Boston Manufactory, under the superintendence of Mr. ALKER; and have made sufficient trial of it to judge of its quality and goodness: We are fully of opinion, that it is much superiour to any foreign Duck we have ever used—it wears much longer, and is not liable to mildew, like imported Canvas.

STEPHEN HIGGINSON,
DANIEL SARGENT,
NATHANIEL FELLOWES,
NEHEMIAH SOMES,
SAMUEL CABOT,
CALEB DAVIS,
JOSEPH BLAKE.

WE the Subscribers, SAIL-MAKERS of the town of Boston, do certify, That we have worked up large quantities of the Sail-Cloth made at the Boston Manufactory under the superintendence of Mr. ALKER, and have received into our Sail Lofts several suits of sails, of said manufacture, that have made one or more voyages, and are of opinion that said Cloth, in *every respect*, is far superiour to any foreign Canvas we either handle or work, and have never discovered the least appearance of mildew upon any of the sails that have returned from a voyage.

SAMUEL BARRETT,
EBENEZER WELLS,
THOMAS KEMBLE,
ELIAS THOMAS,
LEVI LANE,
CHARLES WILLIS,
JOSEPH BARRETT,
JOHN SNELLING.

“SUPERIOR TO THE FOREIGN”

Advertising of the period when American manufacture was struggling to gain a foothold. (Reproduction is from the Massachusetts Centinel for May 29, 1790.)

gave Britain the final advantage. Exportation of this machinery was strictly forbidden. It was not until 1789 that the first complete cotton mill machinery was set up in the United States. Samuel Slater built it at Pawtucket, R. I., from memory. This was the birth of the factory system in America and made Samuel Slater “The Father of American Manufactures,” a distinguishing appellation first given him by Andrew Jackson.

But the famous “homespun era” was far from being over. Although in 1791 Alexander Hamilton found we had fifteen or more manufactures that were worthy to be called commercial—including leather goods, iron, tools, machinery, textiles, potters’ wares, spirits, paper, hats, oil, sugar, hardware, carriages, tobacco, gunpowder—it was well after

AMERICAN MANUFACTURE AT LAST GETS A START

At the turn of the century before American manufacture found itself able to compete with the English in the American market. It took first the embargo of 1808 on imports from England and France, which was our answer to British and French interference with our trade during the Napoleonic Wars, and then the War of 1812, to put an American factory system really upon its feet and pave the way for more advertising. It is easy to see why George Washington back in 1789 hastened to answer an advertisement of American broadcloth, and we understand why he made certain reservations as to quality. He had a patriotic desire to see a good American broadcloth.

The most important development of the closing years of the eighteenth century was the invention of the cotton gin by a Connecticut school teacher visiting in the South, Eli Whitney. In a decade the Whitney invention increased American cotton production from a few hundred thousand pounds to 75,000,000 pounds and laid the foundation for a great prosperity in the Southern states and in the United States.

CHAPTER XXI

DECLINE IN TYPOGRAPHY AROUND 1800

Considering advertising in its physical form, the first quarter of the nineteenth century may be called "the legal notice period in display." The reversion from the style set by Dunlap and others in the last quarter of the preceding century was decided and general. The type-size decline had its origin in paper shortage and mechanical necessity for conserving space. An idea that *number* of advertisements gave prestige to a newspaper also was an influence. The publisher would rather have several short advertisements than one long one. Advertisements were set in the style of the modern notice to John Smith to appear or be divorced by default. Use of large display type, or of white space to set all text, was rare. The old Caslon 12-point gave way to 6-point in both news and advertisements, with only occasional departure.

Mechanical limitations which kept the size of a newspaper in four pages, and other influences, shortened the length of most copy. There was now a fixed price for running advertisements, \$30 per year. The preponderance of advertisements inserted on this basis resulted in advertising columns that had the appearance of a modern want-ad page. The thumbnail cuts of ships, usually the only illustrations, were reduced in many of the papers to quarter-inch squares and, poorly printed, often were recognizable as ships only because the reader knew they must be ships if they appeared in a shipping advertisement. Text was, however, well printed, and uniformity in type gave the papers a neat appearance when there were no badly printed cuts.

But if display suffered, the total volume expanded. The good accomplished for advertising with display methods in the earlier decades showed in the increased number of advertisers. Risk of loss in newspaper publishing had become less. This brought many new papers into

PRINTING PRESS SPREADS TO THE WEST

the field. With the help of some commercial printing a circulation of three or four hundred copies an issue was sufficient to keep a paper on its feet, if it succeeded in collecting 75 per cent. of its bills, which appears to have been the average. The merchant paid \$40 for a subscription and a year's advertising.

The area covered by the printing press spread. Papers had been issued in western Pennsylvania and Ohio since as early as 1786, and at the turn of the century there were a half-dozen papers west of the Alleghenies. The Cincinnati Gazette was established in 1793, when Cincinnati was in "the Northwest" and Ohio was "a wild region." St. Louis got a paper, the Republican, in 1808. The printing press had begun to spot the collection of a half-dozen huts which has ever since been sufficient reason for it to settle down and make itself useful. As soon as a county was organized the official county printing usually was sufficient, with job office work, to keep a plant alive.

Some of these early nineteenth-century newspapers were, however, kept up by considerations other than advertising. Many sheets were then, as for generations after, mouthpieces for political leaders. In 1788 and 1789 Alexander Hamilton, James Madison and John Jay had again demonstrated the power of publicity in a national crisis with their famous "Federalist" letters in support of the proposed Constitution of the United States as adopted by the Federal convention in 1787. These letters, which appeared anonymously in the New York Independent Journal, the New York Daily Advertiser and other papers, were credited with overcoming the opposition that existed and securing ratification by the different states. Other political leaders of the time had not failed to note the effect of reiteration in print.

Great names of the period were linked with journalism. Among the papers established by men whose names have lived to be familiar to every schoolboy more than a century later is the New York Evening Post, founded by Alexander Hamilton in 1801, three years before the fatal duel with Aaron Burr. (The Evening Post continues in 1928 as the oldest newspaper in New York published under its original name.)

It was a time of violent disputes over policies to be adopted by the young nation. News from Washington and the state capitals had overshadowing importance, and journalistic enterprise was directed toward

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obtaining the earliest and most complete reports from these centers of political activity. The papers had no editorial page, and editorializing was done in the news reports, especially in the letters reporting legislative proceedings. These letters, usually signed with a pen name, were the cause of formal duels between rival editors and between editors and men in office, and the cause also of many a gunning expedi-



Travellers! Read and Believe!
SWIFT-SURE MAIL STAGE,
FOR PHILADELPHIA, BALTIMORE &
WASHINGTON CITY.

IS now running between New-York and Philadelphia, through a beautiful country, and on the short and pleasant road, through, Newark, Springfield, Plainfield, Boundbrook, Somerset, Amwell, Coryell's Ferry, Buckingham, Croked Bilet, and Jenkintown to Philadelphia.

Starts from New-York every day at 10 o'clock A. M.—lodges at Mr. Meldrum's in Somerset, and arrives at Philadelphia next day in the afternoon.

FOR SEATS

In this Line of Stages, apply to J. CROSBY, No. 170 Broadway, adjoining the Otsego Market, immediately facing Courtlandt-street. Fare of each passenger through, 5 dollars—way passengers, 6 cents per mile. 150 lbs. of baggage, the same as a passenger, with the usual allowance of 14 lbs. to each passenger. All goods and baggage at the risk of the owners, unless insured and receipted for, by the clerk of the said stage.

Baggage insured in this Line of Stages for one per cent.

HOWELL, MELDRUM,
WILKINSON & CO.

P. S. Private parties, by giving one day's previous notice at the Office, can be accommodated with an extra stage, to start at any hour in the day.

Prompt and diligent attention will be paid to passengers, baggage, and orders of every kind.

THE SWIFT SURE

Will, for the accommodation of the Public, start every Sunday at the above hour. As no other stage leaves this city at that time, the Subscriber wishes the public to pay particular attention

may 12

JOSEPH CROSBY.

WAITER & COACHMAN.

FOR SALE an active Mulatto Man Servant

SWIFT AND SURE IN 1809—NEW YORK TO PHILADELPHIA, WITH OVERNIGHT STOP

(New York Commercial Advertiser for March 18, 1809.)

inent, by
 Jan 22

THOMAS WHITFIELD.

POST CHAISE LINE.



FOR PHILADELPHIA.

The **POST CHAISE**, with every convenience for Passengers and their baggage (through in one day) will leave the Post Chaise Office, 118 Broadway, opposite the City Hotel every day (Sunday excepted) at half past 6 o'clock in the morning, by way of Newark, and arrive the same day at Philadelphia.

The **MAIL PILOT**, in opposition to the Mail Coach, with superior accommodations for Passengers and their baggage, will leave the same place every day (Sunday excepted) at half past 1 o'clock P. M. will proceed before the Mail, and not subject to the inconvenience of stopping at the numerous Post Offices on the road, but every accommodation provided for the traveller, and arrive some hours before the Mail at Philadelphia. Fare 7 dollars.

All goods and baggage at the risk of the owner.

JOHN N. CUMMING, Newark.

JOHN GULICK & SONS, Princeton.

STOCKTON & HOWELL, Philadelphia.

N. B. Expresses sent to any part of the United States, by L. BAKER & CO.

Feb 24



U. S. MAIL COACH FOR PHILADELPHIA, WITH A GUARD.

NEW YORK TO PHILADELPHIA IN ONE DAY

(Stagecoach advertising in New York Evening Post, March 7, 1818.)

IN 1810: POLITICS WEIGHTIER THAN ADVERTISING

tion when "Pro Bono Publico" got too personal. Where the newspaper reader of 1928 gets his excitement out of an unusual crime story or a big prize fight, the man of 1800 got his from the political quarrels, and it was largely on these that circulation was made. Political agitation gave birth to scores of papers.

By 1810 there were 359 newspapers and periodicals in the United States, a growth of 75 per cent. in ten years. They served a white population of seven and a half million, 95 per cent. of which was on farms or in towns of under eight thousand population. In the support of some of these papers official advertising from the national and state governments played a not unimportant part. The percentage of politicians in the newspaper business was large. Nearly every editorial beaver had a bee in it.

Engrossment in politics, and particularly in his own political ambitions, made the newspaper publisher a poor business man, and little or no study was given the advancement of advertising. It "just grew." Dull, monotonous columns of five- to twenty-line advertisements were inserted by the year and seldom changed copy. So long as advertisements were numerous enough just to keep his paper going the average publisher did not worry about ways and means for improving their visibility or effectiveness. Job work helped keep the wolf from the door. Auctioneers were political appointees, and in the larger cities the editor with most political influence obtained the profitable auction-room advertising.

Occasionally an advertiser would get in a one-column illustration, but the infrequency of this dominating display indicates it was a great concession by the publisher. The Globe Insurance Company, by reason of a one-column cut of its globe trade-mark, cleanly printed, and

Americans !

*Encourage your own Manufactories,
and they will Improve.*

LADIES, save your RAGS.

AS the Subscribers have it in contemplation to erect a PAPER-MILL in *Dalton*, the ensuing spring ; and the business being very beneficial to the community at large, they flatter themselves that they shall meet with due encouragement. And that every woman, who has the good of her country, and the interest of her own family at heart, will patronize them, by saving her rags, and sending them to their Manufactory, or to the nearest Storekeeper--for which the Subscribers will give a generous price.

HENRY WISWALL,
ZENAS CRANE,
JOHN WILLARD.

Worcester, Feb. 8, 1801.

A CRANE PAPER ADVERTISEMENT IN
1801

THE HISTORY AND DEVELOPMENT OF ADVERTISING



**MUTUAL INSURANCE COMPANY OF
THE CITY OF NEW-YORK.**
(The oldest Institution for Insurance against fire
in this city.)

INSURE against Loss or Damage by Fire.
Dwelling Houses, Ware houses, Buildings in
general, Merchandize, Ships in port and their
Cargoes, Household Furniture, and every de-
scription of personal property, on terms as fa-
vorable as similar institutions in this city.

This Company is incorporated solely for the
purpose of insuring against losses by fire, and has
circumscribed its operations chiefly within this
city and immediate proximity.

In addition to the Capital Stock, \$500,000,
which is secured by bond and mortgage on real
estate and public stocks, this Company possesses
a handsome surplus fund, invested in like man-
ner; parties assured may therefore repose the full-
est confidence in the solidity of its capital, and
that any losses or damage will be settled with
promptitude and liberality.

The different rates of premium and conditions
of Insurance are uniform with those of the other
Fire Insurance Offices in this city.

The public are referred for particulars to the
printed proposals in circulation, and which may
be had on application at No. 52 Wall street

**GABRIEL FURMAN, President,
JOHN FINTARD, Secretary.**

may 28

JOHN HEWITT still resides at No. 242 Wa-
ter street, where he has a very handsome and
fashionable assortment of Cabinet Furniture on
hand, which he will warrant to be of the first
quality. He solicits his New York and southern
friends to give him a call, as he flatters himself
they will not be disappointed. Orders executed
at the shortest notice. J. 22 11

DOMINANT DISPLAY IN 1818

Fire insurance companies were among the first
to break into the solid columns of agate with illu-
strations. The reproduction (exact size) is from the
New York Evening Post for August 6, 1818.

position at top of first page, was one of the dominant advertisers in New York papers in the first quarter of the nineteenth century. Another, the ever-present medicine man, by use of a hand-lettered heading, white on black, "Approved Family Medicines," followed by a listing of the doctor's "Assortment for the Cure of Most of the Diseases to Which the Human Body is Liable" made a "medical department" for each paper in which he appeared. Where any sustained effort at enterprise was displayed it was in patent medicine advertising. An excursion on that great novelty, a steamboat, sometimes would splurge with a one-column cut; a stagecoach line might do the same. A hairdresser would get through with a cut of a woman's head. At rare intervals a merchant would attempt to picture a carpet or a bit of beauty in furniture, but such intricate work appears to have been more difficult for the make-up man of the period than it had been in earlier days, and it was experiments with cuts containing more or less detail that caused the publisher of 1800 to 1825 to regard illustrations as disfiguring to his paper.

In 1816 there were seven daily papers in New York City, which then had a population of about 125,000. What these dailies gave ad-

TRANSPORTATION BEGINS TO HELP ADVERTISING

vertisers in circulation was estimated some years later by a pressman who had made a little table of figures at the time:

Mercantile Advertiser	2,250
Gazette	1,750
Evening Post	1,600
Commercial Advertiser	1,200
Courier	920
National Advocate	875
Columbian	825
Total	9,420

One explanation of the increase in advertisements in this period of non-display is found in the growth of towns and their environs; the merchant could no longer believe that everyone was near enough to his store to know that he existed. And then there was increased circulation, which made up for the lack of display. In the larger towns the average circulation in 1810 was three or four times that in 1780, when typographical display for advertisements was relatively common.

It is difficult for the modern business man to picture results from a five-line merchandise advertisement. But in 1810 there was less to read. In a four-page paper, the invariable size of that day, the attention an advertisement received from an individual reader gave the advertiser more than he got a half century later from larger copy in an eight- or twelve-page paper. It was not then so necessary to "hit the reader in the eye." Money was scarce, people were slow in buying, shopped around, and were likely to look through columns of small advertisements and compare offers of the article they wanted. Evidence of this is found in the growing number through those years of short advertisements offering a single article at a bargain price and in differences in the price asked for the same article.

We can, moreover, afford to forgive that first quarter of the nineteenth century for its neglect of the physical development of advertising. The contributions which those years made to transportation and manufacture were of so great significance to the future of advertising that they constitute one of the most important periods in the early history of the subject.

When the *Clermont* steamed up the Hudson in 1807 there was inaugurated a method of transportation that took the high cost of

THE HISTORY AND DEVELOPMENT OF ADVERTISING

wagon freight off the price to the consumer and made it possible for more people to buy. That gave new incentive to manufacture and selling effort. In the same year President Jefferson issued his famous embargo against foreign trade. For a time this looked like a disastrous action. It is estimated that 100,000 men, sailors and others connected with commerce, were out of work for a year. But the embargo had the effect of at last giving a real start to American manufacture, the prospect for which had been dismal, fifteen small cotton mills being the net result of twenty years' effort in textiles, with other industries in a corresponding situation.

The next year, 1808, is counted as the beginning of the first industrial revolution in the United States, the year in which we turned from being a people engaged principally in agriculture and commerce and truly began to be manufacturers. In 1809 came the Non-intercourse Act forbidding trade with Britain and France but permitting commerce with other nations. This kept some trade that was profitable to us and at the same time shut out the low-cost goods of Britain which had so long been preventing American manufacture from obtaining a foothold. The value of American manufactures, which with painful slowness had worked up to \$120,000,000 by 1808, jumped in two years to \$198,000,000. The War of 1812 and new prohibitions on imports gave further impetus to home manufacture. In cotton, a total of 8,000 spindles in 1808 became 500,000 by 1815. From the protective Tariff Act of 1815 came more help to various products. Following the Tariff Act of 1824 still other factories, many in lines new to the United States, came into being and prospered.

By 1834 the value of American manufactures had risen to \$325,000,000, of which textiles made up some \$40,000,000. Of commodities that we were producing the imports in that year were only \$50,000,000. Foreign goods had ceased to dominate our markets. Up to this time household workers had furnished the bulk of textiles, but gradually since 1814 the power loom in the factory had been gaining, and the census of 1834 showed the factory system in preponderance in textiles. Thus ended the "homespun era."

What the power loom meant to wider sales possibilities is indicated by a comparison of production costs. In 1815 the cost of weaving cotton in the home was forty cents a yard; in 1829 the average cost

LOWER DISTRIBUTION COST MAKES NEW BUYERS

of weaving cotton in the factory was seven cents a yard. In the woolen industry power machinery reduced the cost of weaving broadcloth from 50 cents a yard to 15 cents.

There had been steam navigation on the Mississippi, Ohio and Allegheny rivers, and on the Great Lakes, since 1811, and migration West had begun in earnest. New settlements were created. Lower transportation costs made buyers of people who formerly could not afford to buy. The masses began to dress better. Semi-luxuries came within the means of more people.

Opening of the Erie Canal in 1825 reduced the freight rate from New York to Buffalo from \$100 per ton to \$15. It is not customary to think of the old Erie Canal as having anything even remotely to do with advertising, yet the aid which it gave in the distribution of our early manufactures and in reducing cost to the ultimate consumer is one of the elements deep down in the foundation upon which advertising has been built in the last century. Later railroad transportation exercised this beneficial influence in a greater degree.

Incidentally the Erie Canal made New York instead of Philadelphia the metropolis of America.

New England, now definitely turned from shipping and the sacred cod to textiles, shoes and metals, began to change also in character of population. Up to 1820 New England had little im-

THE SAFETY BARGES.



THESE spacious and elegant Boats will commence running early in July, and perform their regular route between New York and Albany every day, (except Sundays,) during the season of summer travelling. Their speed has been much improved since the last season, and starting at an earlier hour, the passage will be performed chiefly by day-light, giving passengers an opportunity to view the interesting scenery of the Hudson River.

Leave New York—Mondays, at 6 o'clock, A. M.; Wednesdays and Fridays, at 9 A. M.

Leave Albany—Tuesdays, Thursday and Saturdays, at 8 o'clock, A. M.

The proprietors look with confidence for a continuance of the patronage that has been so justly merited by this establishment, which affords to travellers an unrivalled degree of comfort, and entire security from those accidents, to which steam-boats and packets are liable. For passage, enquire of R. M'MICHAEL, on the pier, at Albany, or W. C. REDFIELD, No. 82 Cortland-street, New York. j6



FOR NEWPORT & PROVIDENCE, the Steam Boat **WASHINGTON,** Capt. Comstock. Arrangement for the month of June—Leave New York Tuesday, June 3d, Saturday 7th, Thursday, 12th, Tuesday 17th, Saturday 21st, Thursday 26th. j63 126je

SECOND WARD.—Assessment notice is hereby given, that the Assessors of the Second Ward have completed their assessments, and that a copy thereof is left with John Leonard, 119 William street, where the same may be seen.

TO REASSURE NERVOUS TRAVELERS IN 1828

A safety trailer behind the steamboat for those who feared the boiler might explode. (Reproduction is from the New York Enquirer for June 14, 1828. Enlarged one fifth.)

THE HISTORY AND DEVELOPMENT OF ADVERTISING

migration from Europe. Nearly everybody there had a line of native-born ancestry, a circumstance which gave that region its "pure stock" and made it the distinctively American section. With industrial growth, however, began a flow from Europe that helped man New England's factories, populate its towns and provide additional consumers for American products.

Gentlemen furnishing their own cloth, may have it made up in the most fashionable style and very best manner, on moderate terms, at a short notice.

THE LATEST PARIS FASHIONS.—Just received at STEWART'S, 262 Broadway, a variety of elegant and fashionable thin Stuffs for Dresses, the last worn in Paris. Also—1 case superior blue black Marceline Silks; 1 do coloured and blue black Gros de Berlin Silks; 1 do. splendid Barege Scarfs and Hdkfs.; 1 do. large size Gauze Veils; 1 do. superfine Jet and blue black Italian Netts; 1 do. extra rich Paris Embroideries, containing an extensive assortment of Collars, Capes, Caps, Spencers, Mantles, Spencer Peleries, Sleeves, Infant's Linen Cambric Caps, as well as many other new articles, all of which the ladies are respectfully invited to examine.

AU GOUT DE PARIS.—BENTEJAC & WYMBES, corner of Warren street and Broadway, have just received an extensive assortment of the latest and most fashionable Stuffs for Ladies Dresses now worn in Paris—con

AN EARLY ADVERTISEMENT BY A. T. STEWART

Showing style of dry-goods advertisements in New York in 1828. (From the New York Enquirer for June 14, 1828. Enlarged one fifth.)

to show in volume of business. And thus the first American industrial revolution got things started toward making us eventually, with important assistance from advertising, the greatest manufacturing nation.

In the newspapers the economic change was visible in a steadily growing number of advertisements offering *American-made* goods. Where formerly an advertisement was introduced with the words, "Fresh importations," the appeal now was "Just arrived from the factory in Massachusetts," or Connecticut, or New Jersey. The change was especially noticeable in the papers devoted to commercial interests, like the New York Mercantile Advertiser, the Gazette, the Commercial Advertiser and the Courier, several of which later were merged with the Journal of Commerce which in 1928 is still being published as our leading commercial newspaper. The advertising columns of these papers, theretofore used almost exclusively to list arrival of goods from abroad, were now employed to advertise the output of American factories.

Newspaper publishing everywhere in the country kept pace with

other development. Heavy migration westward had raised the population of the Western states from 1,000,000 in 1810 to 2,000,000 in 1820. By 1828 there were 852 newspapers and other periodicals in the states and territories, and in 1830, with a population of 12,000,000 whites, the number reached 1,000, or one for each 12,000 white persons. This liberal supply of newspapers had, of course, far-reaching effects on all development.

Ten Dollars Reward.

RAN AWAY from the Subscriber, on the night of the 15th instant, two apprentice boys, legally bound, named **WILLIAM** and **ANDREW JOHNSON**. The former is of a dark complexion, black hair, eyes, and habits. They are much of a height, about 5 feet 4 or 5 inches. The latter is very fleshy, freckled face, light hair, and fair complexion. They went off with two other apprentices, advertised by Messrs Wm. & Chas. Fowler. When they went away, they were well clad—blue cloth coats, light colored homespun coats, and new hats, the maker's name in the crown of the hats, is Theodore Clark. I will pay the above Reward to any person who will deliver said apprentices to me in Raleigh, or I will give the above Reward for Andrew Johnson alone.

All persons are cautioned against harboring or employing said apprentices, on pain of being prosecuted.

JAMES J. SELBY, Tailor.

Raleigh, N. C. June 24, 1824

26 3t

TEN DOLLARS REWARD FOR A FUTURE PRESIDENT OF THE UNITED STATES

Advertisement in Raleigh, N. C., Register in June, 1824, when Andrew Johnson, then a tailor's apprentice, ran away. (Enlarged one third in photographing original.)

CHAPTER XXII

THE NEW YORK SUN STARTS TO SHINE

A contributing influence in nineteenth-century advertising development was the perfection in 1820 of the Fourdrinier paper-making machine, which presently ended the era of hand-made paper. This machine, which turned out newsprint in an endless sheet, led to the cheap newspaper and, with steam-power printing, to large circulations. Its influence became apparent in the United States about 1830. At about the same time employment of the chlorine bleaching process gave the mills the use of colored rags and of rope and other scraps. Importation of rags from Europe followed, and newsprint output increased fast.

The usual price of a newspaper in 1827 was \$10 a year, or six cents for a single copy. In that year newsprint, still made for the most part by hand, was \$5 a ream, or about one cent per sheet. Five years afterward improvements in paper making had been so great that a sheet a quarter larger cost 25 per cent. less.

This reduction in newsprint cost had not, however, up to this time, resulted in a lessened price to the reader. Instead the publisher gave more for the same money by enlarging the size of his sheet. From four columns the papers widened to six, and the depth also increased. Competition took the form of larger paper size, which was regarded as giving prestige. The practice common with most of the papers of permitting the advertiser to use almost any number of lines daily he desired at a flat rate of \$32 a year also was an influence for large-size sheets. In 1828 the newspaper page made a width of 24 inches and a height of 35 inches, or double the dimensions of the papers of a few years earlier. Among the conservative papers, distinguishing them from the popular type of newspaper that came in with the New York Sun in 1833, this rivalry in page size continued for more than a genera-

GREAT SIZE OF "BLANKET SHEET" PAPERS

tion, until the Journal of Commerce became an eleven-column paper, 35 inches wide and 58 inches high. Picture a newspaper twice the width and height of our standard size of 1928, a newspaper with a spread of nearly 6 feet when opened up! That four-page enormity contained about 2,000 square inches of type, compared with 200 in the four-page newspapers of the previous century.

The "blanket sheets," a name given the large-size newspapers by James Gordon Bennett, came to an end when the basis of newsprint price was changed from the ream to the pound and a paper shortage caused the price to soar to 14 cents. But that was not until 1853. In that year the conservative papers, which through twenty years of competition from the popular journals had doggedly adhered to tradition, stopped giving the advertiser unlimited space for \$32 a year and fixed a limit of ten lines at that price, or a cent a line per day. Twenty years earlier their awkward expanse had suggested an idea which developed into a new type of journalism that was to have a very profound effect upon advertising as well as upon popular education.

James Gordon Bennett, who had been Washington correspondent for the New York Courier and Enquirer, began, in 1832, publication of the New York Globe in a size 12 by 17 inches, half the standard size of that year. That he depended upon the smaller dimensions to sell

HARVARD COLLEGE LOTTERY, 7th CLASS.

1	Prize of 20,000 dls.	is	20,000	
1	do.	3,000	is	3,000
6	do.	1,000	are	6,000
10	do.	500		5,000
80	do.	100		8,000
100	do.	50		5,000
110	do.	20		2,200
280	do.	10		2,800
7417	do.	7		51,919

8005	Prizes.	103,919
15995	Blanks.	16,081

24000 Tickets at 5 dols. dls. 120,000

Not two blanks to a prize, and no Deduction.

The stationary prizes will be drawn as follow, viz.
First drawn blank on the first day will be entitled to

to	-	-	-	500 dls.
Do.	3d	do.		500
Do.	5th	do.		1000
Do.	9th	do.		500
Do.	13th	do.		1000
Do.	17th	do.		500
Do.	19th	do.		500
Do.	23d	do.		1000
Do.	27th	do.		500
Do.	31st	do.		3000
Do.	32d	do.		500
Do.	35th	do.		1000
Do.	39th	do.		20000
Do.	43d	do.		1000
Do.	47th	do.		500

Five hundred numbers will constitute a day's drawing; and the stationary prizes will be determined accordingly.

This class will commence drawing in Boston on the 23d day of September next, unless the sale of tickets shall be such as to justify an earlier drawing; in which case the managers will give reasonable notice in the newspapers.

The highest prize will be paid in ninety days; other prizes above one hundred dollars in sixty days; and all others in thirty days after the drawing shall be completed. Payment, as usual, in bills generally current in this Commonwealth. Prizes not demanded within one year from the end of the drawing; will not be paid, but will be appropriated to the purposes of the Lottery.

Venders of tickets are requested to return to the Managers, or either of them, all such tickets as they shall not take to their own account, on or before the 24th day of October next; after which day, they will remember, that all tickets, not returned as above will be considered as assumed by the venders respectively. After which time also the price of tickets will be raised to 5 dls. 50 cts.

J. WILLIAMS,
J. MELLIN,
P. T. JACKSON,
Managers.

HARVARD COLLEGE LOTTERY ADVERTISEMENTS IN 1812

(Salem, Mass., Gazette, September 5, 1812.)

THE HISTORY AND DEVELOPMENT OF ADVERTISING

the paper is evident from the attention given size in his prospectus. "For years past," said his announcement, "the public has been cloyed with immense sheets. [They later became more than twice the size Mr. Bennett found unwieldy.] I have avoided this inconvenience. My sheet is moderate in size. I shall avoid as I would a pestilence those enormous sheets." But the greater convenience of the Globe was not enough. Mr. Bennett asked \$8 a year, which was too close to the \$10 price of the old, established papers. The Globe lived but a few days.

That low price had the greater importance was proved the following year by Benjamin H. Day, a printer, father of Benjamin Day, inventor of the engraving process known as Ben Day. On September 3, 1833, Benjamin H. Day issued from a 12 by 16-foot room at 222 William Street the first number of the New York Sun. With the exception of an experiment made for a few days earlier that year with the Morning Post by a trio of which Horace Greeley was one, and a brief effort with the Cent of Philadelphia, the New York Sun was the first one-cent newspaper. And with the Sun came more than small size and price. The character of the Sun's news appealed to a wider class of readers. Its prospectus said, "The object of this paper is to lay before the public, at a price within the means of every one, ALL THE NEWS OF THE DAY, and at the same time afford an advantageous medium for advertising."

In that New York Sun of nearly a century ago we have an old example of the tabloid's influence in spreading the newspaper habit among people not previously newspaper readers. For the Sun in its first years was decidedly a tabloid. Its paper size was 9 by 12 inches, a third the size of the conventional papers in the year it was born. It missed by only an inch being as small as the diminutive Boston News-Letter of 1704. In news also it had what in 1833 amounted to a tabloid appeal.

The Sun from the start gave special attention to local and especially police and other human-interest news. Such matter, combined with the one-cent price, created a new class of newspaper readers. To mechanics and others earning a small wage the six-cent price of the conservative journals was prohibitive. In them the mechanics found little of interest anyway. The Sun was interesting, and the Sun he could afford to buy.

LITERATURE LOTTERY.

SCHEME

8026 prizes. } Not 2 blanks to a prize.
9974 blanks.

Whole tickets	\$16	Quarters	\$4
Halves	8	Eighths	2
But will soon advance in price.			

WALTE'S

Who sold and instantly paid the Cash for, No. 2914, a prize \$100,000 in the New York Lottery, and sold and paid prizes amounting to FIVE MILLIONS OF DOLLARS.

Feb 5--d

NATIONAL LOTTERY.

Prizes yet to be drawn:

[illegible]

Besides 500, 100, &c.

The gain of the wheel the last day's drawing of this lottery was near 10,000 dollars. There is



NATIONAL LOTTERY

Whole Tickets	\$50	Quarters	\$12 50
Halves	25	Eighths	6 25
Sixteenths \$3 12 1-2.			

Whole Tickets	\$17 00	Quarters	\$4 25
Halves	8 50	Eighths	2 12 1/2

Commences drawing 20th March next.

Whole Tickets	\$11 00	Quarters	2 75
Halves	6 50	Eighths	1 37

Tickets in any of the above Lotteries may be had at

GILLESPIE'S

No. 11, South Third Street.

These lottery advertisements are from a page of the Philadelphia Franklin Gazette on which a dozen such advertisements appeared. Display shown was unusual at that time, when most papers were confining advertisers to want-ad style.

THE HISTORY AND DEVELOPMENT OF ADVERTISING

True, the Sun's news in the beginning was not all fresh and of its own gathering. That was because its initial working force consisted of only Mr. Day and a boy. Most of its local news was "lifted" from the six-cent papers and its out-of-town items also were scissored. But in his selections Mr. Day chose matter of interest to his one-cent clientèle, so that they got all the "popular" news and none of the heavy business and political matter and other "ponderosities" of the six-cent sheets.

Police-court items undoubtedly had much to do with the immediate popularity of the Sun. The idea of specializing in news of this type, and especially of featuring humorous remarks from the magistrate's bench, originated with Mr. Day. When the Sun was a week old he found a compositor who had a nose for human-interest features and engaged him to attend the police courts. This police reporter at \$4 a week, George W. Wisner, acquired in a year and a half a share in the Sun which later Mr. Day bought back for \$5,000.

Getting three copies out of a sheet of paper from which the standard-size Courier-Enquirer, Journal of Commerce and other papers got only one, the Sun's newsprint expense per copy was of course much smaller than theirs. That alone would have enabled Mr. Day to carry on for a time if he had not achieved a quick success. The Sun was the first sheet to sell on the streets through newsboys, and its first newsboy was Bernard Huberty, later famous as Barney Williams, comedian. The paper was sold to newsboys at 67 cents a hundred, a system which provided cash daily, another advantage to the publisher. Route carriers found it easy to collect the small sum of six cents a week. The publisher had no unpaid subscriptions. He did not run into debt for paper.

The exertions of America's earliest "ragged newsboys" produced magical effects. They covered every part of New York, not omitting the fashionable residential quarter near the Battery. In two months the Sun had 2,000 circulation. In a year it was selling 10,000 copies daily and had left the conservative papers well behind. In two years it had 20,000, the largest circulation of any daily newspaper in the world, the London Times having but 17,000. Ninety per cent. of the Sun's 20,000 was in New York and Brooklyn. New York had then a population of 270,000.



duty on the patent Napier Press—but its extensive circulation requires that Advertiser
ALL ADVERTISEMENTS PAID FOR BY THE SQUARE, ARE INSERTED ALSO IN THE SATURDAY COURIER.

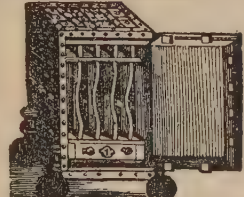
PHILADELPHIA, WEDNESDAY, APRIL 27, 1831.

To Let for a Short Time.

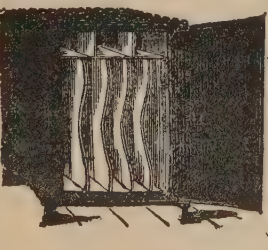
A neat new story brick house, No. 109 South Third, near Pine street, for rent in weeks. Rent low. Inquire at No. 18 South Fourth street, of WILLIAMS & HULLAWAY.
April 25—dtf



ADAMS' PATENT SWELLED BEAM WINDLASS BEDSTEADS.
THE above Bedsteads are put together without a screw, and by means of the Windlass and Swelled Beam, the Sacking is kept crowning and elastic at all times with the least possible trouble, which is impossible to obtain in those made any other way.
Pure curled Hair Mattresses constantly on hand.
BOSTON SPRING SEAT ROCKING CHAIRS, Venetian, Transparent and India Blinds. Also, a great variety of ornaments and materials for interior decoration, constantly on hand, and Upholstery Work of every description executed with neatness, punctuality and despatch, by
J. HANCOCK & Co.
S. W. corner of Third and Walnut streets.
P. S. J. H. & Co. grateful for past favours, their hope, by constant attention to business, and their pleasure, by keeping the richest articles in their line, to obtain future patronage.
April 21—lv



SUPERIOR PATENT FIRE PROOF COMPOSITION CHESTS.
THE subscriber by constant study and unremitting industry in this art, has made for the last twelve months a rapid discovery in fire-proof materials. He continues to manufacture the above article at so low prices as they can be purchased in any part of the United States.
JOHN SCOTT,
No. 1 Lodge street, north of Pennsylvania Bank.
All orders thankfully received and sent in any part of the United States.
April 23—dtf



COTTON.
75 BALE Cotton just landed from brig Yellow Bird, from New Orleans. For sale by
DAVID B. RISING,
No. 35 South Front street.
April 25—dtw

INCORRUPIBLE Porcelain Teeth.
THE Subscriber respectfully informs the public, that he sets Porcelain, or any other Teeth the person may desire, on moderate terms. The approved Porcelain Teeth, which he manufactures of any shade to correspond with the natural ones, will retain their original colour for any length of time, and are not decomposed by acids. Those set by him will be warranted to stand, and be as serviceable as any thing of the kind can be made.
Operations on the Teeth performed on reasonable terms.
SAMUEL CHAMBERLAIN, Dentist,
No. 47 North Eighth, 4th door below Arch street.
April 20—tf

Thomas Gibson, Plumber,
RESPECTFULLY informs his friends and the public in general, that he carries on the Plumber and Ship Plumbing in all its branches, at No. 130 North Third street, where he has constantly on hand Hydrants, of various descriptions, Patent Water's Plunk Kites in burn Lehigh Coal of the newest construction, Water Churns, Pails, Tubs, Slopers, Urinals, Lead and Iron Pipes, Rectors for Housework and all other Copper apparatus, furnished at the shortest notice, and also, Sheet Lead of various sizes at the most reasonable terms.
THOMAS GIBSON,
June 5—ly 131 North Third street.

Venetian Blind Warehouse,
N. E. CORNER OF CHESTNUT AND SECOND STREETS.
THIS subscriber respectfully informs the citizens of Philadelphia and vicinity, that he has constantly on hand a very extensive assortment of Venetian Blinds, in all styles, of various patterns, sizes and colors, now on hand at which will be sold wholesale or retail for cash or by instalments, 25 per cent. lower than any other house in the city.
BANK & BATHING, Act.
April 20—dtf

470 Silver Watches,
WATCHES \$1.50 to \$10 each, warranted to run. Patent Levers, Gold and Silver, also the most improved makers, 1500 pair Gold Bar Blugs, from 75 cts. to \$3.00 per pair, 2,100 Road Fine and Finger Rings from \$2.00 to \$3.00 per doz. A variety of fancy gold-Silver and Gilt, Silver Spoon, Spectacles and Trunkets, &c. &c. For wholesale at reduced prices and on liberal terms. Most of the above goods manufactured and for sale by D. ROBINSON, at his store, No. 62 Market street, between Second and Third streets, one door above Newberry street, south side.
April 23—2da

GLASS CUTTING FACTORY.
THE subscriber still continues the Glass Cutting business, in all its various branches, and has at his store, No. 68 North Third street, Philadelphia, a very extensive assortment of all kinds of Glass, cut, plain and pressed; furniture knobs, &c. of all kinds—Country Merchants and others are requested to call and examine previous to purchasing, as every article will be sold at the lowest factory price, by
RICHARD S. RISLEY.
Oct 21—dtf

G. MEYER, Cabinet, Grand and Square PIANO FORTE MANUFACTURER,
NO. 50 SOUTH FIFTH STREET,
Two doors North of Brine street.
PIANO FORTE MANUFACTURER

A CARD.
THE public at large is respectfully informed that a very large assortment of Caps and Stocks, of every description, may now be obtained at the most reasonable prices, by applying to
N. SYLVESTER,
8 South Sixth street.
Bair Cloth in every variety, French and American manufacture, made into Caps or Stocks at 3 hours notice. A large quantity of these articles constantly ready made.
N. S. The subscriber's store is No. 8 South Sixth street, 4 doors below Market, and opposite the side of the Schuylkill Bank.
April—dtf

OLD ESTABLISHMENT, OPPOSITE GIRARD'S BANK.
A GOOD assortment of HATS, at No. 61 South 5th street, which will be sold at fair prices.
IF Those who wish a hat of any quality or fashion, whether they can be accommodated, and should the article not please when finished, there will be no obligation on the part of those who order to take it.
April 8—tf

HATS, WHOLESALE AND RETAIL.
No. 41 South Third Street, NEAR CONGRESS HALL.
JOHN C. DYER offers for sale, J HATS of every description, of superior qualities, and cheap. J. C. D. particularly invites the attention of the public to his four dollar hats, which, for being, durability and cheapness, are not surpassed by any in the city.
JOHN C. DYER respectfully informs his friends and the public, that he has opened a store in his line of business at the above named place, where he intends to keep constantly on hand a general assortment of HATS, which he will sell as low as they can be purchased in the city.
March 5—6mo

CITY HAT WAREHOUSE.
Superior Hats, at \$4.25.
NOTICE to the Fashionable and Economical.
THE closing of the winter call to our attention the enjoyment of spring, in a delightful manner, &c. &c. Fully aware of the importance of Meeting Nature, by clothing ourselves with every thing beautiful, the proprietors of the City Hat Warehouse offers Hats at the moderate price of FOUR DOLLARS and twenty-five cents, which is will warrant to retain their color, shape and superior gloss, and which, for beauty, durability, lightness and elasticity and economy, are not exceeded, if equal by any hat previously sold at \$10 or \$12 dollars. As there has been a number of the trade who have been continually trying to injure this Economical and Fashionable Establishment, the proprietors would invite the public to call and examine, before they purchase. He has received the latest Fashion, and beautiful close. He has been greatly admired by all who have seen his peculiar manner. As there was a number of gentlemen disappointed in not receiving their hats, they are respectfully invited to call and receive them, as the subscriber has made arrangements so that none can be disappointed. All is as usual. No deviation in price, as small profits will not allow of it.
F. HILMOND,
61 Chestnut street, formerly Fleisher & Co.
April 23—475

FOR NEW YORK.
EVERY accommodation is afforded passengers who the Mail, which is carried to NEW YORK in FIVE splendid new cars, and is pulled horses, and carried by the Red Office, No. 28 South Third street.
April 23—475

NIGHT BOAT For BALTIMORE.
THIS line will commence for the 8—on Wednesday, April the 13th, at half past 12 o'clock, from Chestnut street wharf. Passengers conveyed through the Chesapeake and Delaware canals by the Steamboat Carroll of Carrolltown.
Fare, 25. Baggage at the risk of the owner thereof.
April 12—dtf

EXCEPTIONAL DISPLAY IN 1831

The Philadelphia Chronicle was notable for woodcuts of products outside the conventional beaver hats, ships and tiny houses. Philadelphia was the first city to have bathtubs, and Plumber Gibson may have been the first bathtub advertiser.

THE HISTORY AND DEVELOPMENT OF ADVERTISING

When it was two years old the Sun perpetrated the famous moon hoax, describing in detail the batlike men and queer animals an astronomer in South Africa, using a powerful telescope, had observed on the lunar planet. The story was a tremendous sensation and made the Sun known in Europe as well as in every part of the United States. The moon hoax, which ran serially for some days, added several thousand to the paper's circulation.

Like its six-cent contemporaries the Sun had an advertising rate of \$30 a year, but allowed only a "square" of ten lines daily at that price, equivalent to a cent a line. Mr. Day himself wrote most of the copy for advertisers and managed to say it in ten lines or less. That helped keep the Sun in tabloid size.

Following the custom of the time with new publications, the advertising in the first few issues was bogus. In the initial number there were four columns of advertisements taken from other papers and printed to make a showing. Some of these advertisers agreed to stay in and pay for the space. Others were eliminated as fast as payers were found to take their place.

The new journalism set out to create new advertising. The printer-publisher who saw the greater circulation value of local news discerned also the business possibilities of the want-ad column. Possibly the success of London newspaper publishers for more than a quarter of a century in building a big volume of small miscellaneous advertisements was of help to Mr. Day. Petty wants of various kinds, and offers to exchange, were encouraged and gave additional reader interest to the paper. Help-wanted advertisements especially were solicited on the character of the Sun's circulation and were obtained in increasing number. These appeared under a classification of "Wants." Two or three lines in length, and not the kind of advertising for which space could be sold by the year, such advertisements paid a one-time rate of fifty cents.

Amusements was another classification to which the tabloid Sun gave constructive attention. Theaters and museums advertised regularly. Presently the theaters were printing their casts. Inexpensive excursions were given prominence on the first page from the first day. Marriage and death notices, which had the typography of advertisements, appear to have been run in the beginning for their news inter-



NUMBER 1.]

NEW YORK, TUESDAY, SEPTEMBER 3, 1833.

[PRICE ONE PENNY.]

PUBLISHED DAILY,

AT 22 WILLIAM ST. BEING IN DAY, PRINTER.

The object of this paper is to lay before the public, at a price within the means of every one, all the news of the day, and at the same time afford an advantageous medium for advertising. The sheet will be enlarged as soon as the increase of advertisements requires it—the price remaining the same.

Yearly advertisers, (without the paper.) Thirty Dollars per annum—Circum advertising, at the usual prices charged by the city press.

Subscriptions will be received, if paid in advance, at the rate of three dollars per annum.

FOR ALBANY—PASSAGE ONLY &c.

The large and commodious steamboat **COMMERCE**, Capt. R. H. Pritch, will leave the foot of Courtlandt street on Friday, at five o'clock P. M. for Albany, stopping at the usual landing places to land and receive passengers. Passage &c. For particular apply to the Captain on board.

REGULAR DATE.

From New York, Mondays, Wednesdays, Fridays, Saturdays, Tuesdays, Thursdays, Saturdays. 229

FOR NEWPORT AND PROVIDENCE.

The splendid steamboat **BENJAMIN FRANKLIN**, Capt. E. S. Bunker, and the **PRESIDENT**, Capt. R. B. Bunker, will leave New York at 5 o'clock P. M. and Providence at 12 o'clock M. every Monday, Wednesday and Friday. For further information apply to the Captain on board, foot of Courtlandt-st. or at the office, 14 Broad st. 22

FOR HARTFORD—PASSAGE 1 DOLLAR.

THROUGHT BY DAYLIGHT.

The splendid low-pressure steamboat **WATER WITCH**, Capt. Vanderbilt, leaves the foot of Catherine street every Tuesday, Thursday, and Saturday mornings, at 8 o'clock, and arrives in Hartford at 7 o'clock the same evening. Passage One Dollar—male extra. The above boat leaves Hartford on Mondays, Wednesdays, and Fridays, at the same hours. 22 if

FOR LONDON—To sail 10th of Sept.—The new packet ship **Montreal**, Chaplain, Master, will sail on the 10th inst. For freight or passage, having elegant accommodations, apply to the Captain on board, Pine-st. wharf, or to JOHN GRISWOLD, Agent, 69 South st. 22

FOR LIVERPOOL—The fast-sailing ship **Talalasse**, S. Glover, Master, will be ready to receive cargo in a few days, and have dispatch. She has excellent accommodations for both cabin and stowage passengers. For freight or passage, apply to WOOD & TRIMBLE, 127 Maiden-lane. 22

FOR HAVER—The packet ship **Formosa**, Orme, master, will sail on the 8th Sept. For freight or passage apply to the Captain on board, or to W. L. WHITLOCK, Jr. 40 South st. 22

FOR LIVERPOOL—Packet of the 8th Sept.—The packet ship **Rovera**, J. C. Delano, master, is now in readiness to receive cargo, foot of Maiden lane, or to FISH, GRINNELL & CO. 134 Front st. 22 if

FOR KINGSTON, JAM.—Packet 10th Sept.—The elegant coppered ship **Orbit** will sail on the 10th inst. For freight or passage, having splendid accommodations, with state rooms, apply to B. AYMAR & CO. 34 South st. 22

FOR NEW ORLEANS—Packet of the 8th September, the very fast-sailing coppered ship, **Nashville**, Capt. Baird, will sail as above. For freight or passage, having handsome accommodations, apply to F. K. COLLING, 68 South st. N. B. A lighter is in readiness to receive cargo at Foot street wharf. 22

FOR NEW ORLEANS—Packet of Sept. 12.—The ship **Temperance**, Capt. Sears, will sail as above. For freight or passage, having handsome accommodations, apply to SILAS HOLMES & CO. 62 South st. 22

A lighter is in readiness to receive cargo. 22

AN IRISH CAPTAIN.

"These are as sweet a pair of pistols as any in the three kingdoms," said an officer, showing a pair to a young student of his acquaintance, "and have done execution before now, at the slightest touch, off they go, as sweet as honey, without either receding or dipping. I never travel without them."

"I never heard of highwaymen in this part of the country."

"Nbr!" replied the officer, "and if I had I should not trouble myself to carry the pistol on their account. Highwaymen are a species of sharks who are not fond of attacking us lobsters; they know we are a little too hard to crack. No, my dear sir, highwaymen know that soldiers have not much money, and what they have they fight for."

"Since that is the case, how come you to travel always with pistols?"

"Because," answered the officer, "I find them very useful in accommodating any little difference I may accidentally have with a friend, or which one friend may chance to have with another."

"Do you often settle differences in that way?"

"Why, I was killed once before I arrived at my age. The first time was with a relation of my own, who said he would see my courage tried before he would contribute with the others towards the purchase of my first commission; so I sent him word that I would be happy to give him one proof the very next morning, and when we met, I touched him so smartly in the leg, that he has halted ever since. But all his doubts being now removed, he cheerfully contributed his quota with the rest of my relations, and we have been very good friends ever since."

"Pray what gave you occasion for the second?" said the young student.

"How it began originally is more than I can tell," answered the captain; "all I know is, that a large company of us dined together; we sat long, and drank deep, and I went to bed rather in a state of forgetfulness, and was awakened in the morning from a profound sleep by a gentleman who began a long story, how I had said something that required explanation; and slap, that I had accidentally given him a blow, but he supposed I had no intention to affront him, and so he continued talking in a roundabout kind of way, without coming to any point. So I was under the necessity of interrupting him, "upon my conscience, Sir, (said I,) I am unable to declare, with certainty, whether I had any intention of affronting you or not, because my head is still a little confused, and I have no clear recollection of what passed, nor do I fully comprehend your drift at present, but I conjecture that you wish to have satisfaction; if so, I must beg you will be kind enough to say so at once, and I shall be at your service." Finding himself thus cut short, he named the place and the hour I met him precisely at the time. His first pistol missed fire, but I hit him in the shoulder. At his second shot, the bullet passed pretty near me, but mine lodged in his hip, and then he declared he was quite satisfied. So as I had given a blow the preceding night, and two wounds that morning, upon declaring himself satisfied, I said I was contented."

"You would have been thought very hard to please, if you had made any difficulty."

"I thought so myself," rejoined the captain, "and so the affair ended, he being carried home in a coach, and I marching from the field of battle on foot."

"Pray, may I ask if you ever was in a battle?"

"No," replied the captain with a sigh, "I never was; I never had that good fortune, though I would give all the money I have in the world, and all the money I am owing, which is at least trouble the sum, to be in one tomorrow."

"Provided you had a good cause," replied the young student.

"I should not be squeamish respecting the cause, provided I had a good battle—that my dear, is what is the most essential to a conscientious officer, who wishes to improve himself in his profession. I have much reason, therefore, to wish for a war; and at the present juncture, it would be much to the advantage of the nation in general, as it is dwindling into a country of ploughmen, manufacturers, and merchants. And you must know, too, that I am pretty fortunate, having already stood thirteen duels, and I never was hit but once."

"Thirteen! what have you fought thirteen duels?"

"No, no!" replied the captain, "the last shot fired at me completed only my sixth duel."

Wonders of Littleton—Pliny and Elian relate that Myrmecodon wrought out of ivory a chariot, with four wheels and four horses, and a ship with all her tackling, both in so small a compass, that a bee could hide either with its wings. Nor should we doubt this, when we find it recorded in English history, on less questionable authority, that in the twentieth year of Queen Elizabeth's reign a blacksmith of London, of the name of Mark Sealot, made a lock of iron, steel, and brass, of eleven pecks, and a pipe key, all of which only weighed one grain. Sealot also made a chain of gold, of forty-three links, which he fastened to the lock and key, and put it round the neck of a flea, which drew the whole with perfect ease. The chain, key, lock, and flea, altogether weighed but one grain and a half!

Hadrianus Junis saw at Meclain in Brabant, a cherry-stone cut into the form of a basket, in it were fourteen pairs of dice distinct, the spots and numbers of which were easily to be discerned with a good eye.

But still more extraordinary than this basket of dice, or any thing we have yet mentioned, must have been a set of twenty thousand dice, in the time of Pope Paul the fifth, by one Shad of Nidalgach, who had purchased it from the artist Orwaldus Norbergensis. It consisted of sixteen hundred dishes, which were all perfect and complete in every part, yet so small and slender that the whole could be easily enclosed in a case fabricated in a poppercorn of the ordinary size. The Pope is said to have himself counted them, but with the help of a pair of spectacles, for they were so very small as to be almost invisible to the naked eye. Although his holiness thus satisfied his own eyes of the fact, he did not, we are assured, require of those about him to subscribe to it on the credit of his infallibility; for he gave every one an opportunity of examining and judging for himself, and among the persons thus highly favored, particular reference is made to Oesper Scholopius, Johannes Faber, a physician of Rome.

Turrianus, of whose skill so many wonderful things are related, is said to have fabricated from mills, which moved of themselves, so minute in size, that a mouse could carry one in his sleeve; and yet it was powerful enough to grind in a single day, grain enough for the consumption of eight men.

A Whistler—A boy in Vermont, accustomed to working alone, was so prone to whistling, that, as soon as he was by himself, he unconsciously commenced. When asleep, the muscles of his mouth, chest, and lungs were so completely concatenated in the association, he whistled with astonishing shrillness. A pale countenance, loss of appetite, and almost total prostration of strength, convinced his mother it would end in death, if not speedily cured; which was accomplished by playing him in the melody of another boy, who had orders to give him a sleep, as soon as he began to whistle.

FIRST ISSUE OF THE NEW YORK SUN

(Paper size of original, 9 x 11½ inches.)

THE HISTORY AND DEVELOPMENT OF ADVERTISING

PUBLISHED DAILY,
By BENJ. H. DAY AND GEORGE W. WISNER.
[Office 222 WILLIAM STREET.]

TERMS OF ADVERTISING.

1 square a year,	\$30 00	1 square 2 weeks,	\$2 25
do 3 months,	8 00	do 1 week,	1 75
do 2 months,	6 00	do 3 days,	1 00
do 1 month,	3 00	do 1 insertion,	50

Articulate lines, (150 words,) or less make a square. All advertisements must be paid for IN ADVANCE—and sent in by 5 o'clock, P. M.

PASSAGE FROM AND DRAFTS ON GLASGOW.—Passage can always be secured in good American ships from Glasgow, via Liverpool, where the accommodations are comfortable and complete. Drafts on Messrs. Robert Lamond & Co., Glasgow, or Messrs. Robinson, Brothers, Liverpool. Apply or address 246 Pearl street. **DOUGLAS, ROBINSON & CO. n8**

FOR LIVERPOOL.—Sails 15th of April.—Arrangements have been made for the comfortable accommodation of a few respectable steerage passengers, on board one of the finest packet ships in port, sailing positively on the 15th April. Drafts or Bank Post Notes on Ireland and England, or Sovereigns if they be preferred. Apply or address 246 Pearl street. **DOUGLAS, ROBINSON & CO. n3**

PASSAGE FROM LIVERPOOL.—Passages from the different parts of England, Ireland, and Scotland, can at all times be engaged on board first rate ships, leaving Liverpool every week, and on the most reasonable terms, by applying to **DOUGLAS, ROBINSON & CO., 246 Pearl st. n21**

FOR SLIGO.—Drafts can always be had on the company's Agent, Mr. James Boyle. Apply or address 246 Pearl street. **DOUGLAS, ROBINSON & CO. n20**

PASSAGE FROM NEWRY, via LIVERPOOL.—Can at all times be engaged in good American ships. Drafts on Messrs. Jefferson & Godfrey. Apply at 246 Pearl street. **DOUGLAS, ROBINSON & CO. n20**

PASSAGE FROM DUBLIN.—Secured always in first class packet ships, where the accommodations are every way comfortable and complete. Drafts on Ireland or Bank Post Notes if preferred. Apply to 246 Pearl street. **DOUGLAS, ROBINSON & CO. n20**

Messrs. THE ROBINSONS & CO., 7 Eden Quay, Dublin.

PASSAGE FROM WATERFORD.—Can at all times be secured, and Drafts obtained payable at the Company's Agents, Mr. Gilbert McGloin. Apply to address 246 Pearl street. **DOUGLAS, ROBINSON & CO. n20**

EVERY MAN'S INTEREST.—A substantial and beautiful HAT for only TWO DOLLARS AND A HALF.—The subscribers having satisfied a part of the public who have worn their \$2 50 HATS, of their cheapness and general utility, feel emboldened to make use of extra efforts to recommend their article to the notice of the public generally. Though the lowness of the price may seem to imply that they are an inferior article, we assure the public such is not the case. The material is the choicest in the market, the workmanship that of the best artisans the trade affords, and the finish and general appearance of the article equal to that of any Hat of any price. The unparalleled sale of these Hats has not only encouraged us to maintain them at this reduced price, but to substitute a better article for the one first offered. To those who have tested the article, we have only to say—we are still at 84 Bowery; those who have not will recollect that the experiment is not a costly one. All we ask is, call and see the Hat, and you will be satisfied it is the cheapest ever offered. Country merchants are informed that they can have a liberal discount made if they want to buy for cash. Customers may have their Hats ironed at all times, free of expense. **SPOCK & MCNEIL, 84 Bowery, n9-1m**
Don't forget the number 84.

SUPERIOR FUR AND SATIN BEAVER HATS.—The subscriber having succeeded in manufacturing very superior HATS, and which are always of the newest fashion, which he can sell at the reduced price of \$3 25, begs to invite the public to examine their fashion and quality, and feels assured that all who call will be disposed to purchase of him. His Hats are light, and yet made of such materials and superior workmanship as to make them substantial and durable, and to equal, if not far surpass any \$4 Hats sold in this city—he also warrants them to be of a jet black, and not to change color. Also extra fine Satin Beavers, made on fine fur bodies, which gives them the advantage of those made on wooler cutout. The subscriber in offering his Hats to the public, assures them that he uses no deception, and inasmuch as those who have tried them, have found them in all respects equal to his representations; he feels confident, that such as call and give his Hats a trial, will continue their patronage. **n9-1m* F. KEELER, 103 Division, cor. of Eldridge st.**

NEW GOSSAMER SATIN BEAVER HATS.—Weight under four ounces—warranted water proof, and to keep their shape and color, perfectly elastic, being about half the weight of other Hats, even lighter than straw hats, without the inconvenience of the sun penetrating to the head, and withal very durable. They will not cause any pressure on the forehead which is the general complaint against Satin Beavers, causing the head to ache, consequently being very injurious to the health. Sole agent for the sale by wholesale and retail, **ROBERT L. ROY, 114 William street, three doors from John street, who will dispose of them at such prices as will insure public patronage.**

QUARTER-INCH CUTS IN NEW YORK SUN IN 1835

est. Later they also provided revenue. There was evidence from the earliest issues of systematic building up of small advertisements from new fields and of effort to obtain the kind of advertisements that help make circulation.

For the first two years of its life the Sun remained distinctly tabloid. Increase in number of columns from three to four in 1835 brought the size to only a 10-inch width and 14-inch height. But by 1836 the Sun was a 12 by 19-inch paper. The reason was growth in advertising to thirteen columns a day.

Beginning with a hand press capable of only 200 copies an hour, the Sun after a year or so acquired a double-cylinder flat-bed press which

STEAM PRESS BEGINS TO AID DEVELOPMENT

ran off 2,000 an hour. It was taking 10 hours to print 20,000 papers when, in 1835, Mr. Day bought a press capable of 3,000 an hour and introduced steam power in the press room. In the following year he is said to have cleared \$20,000 on his paper.

The Sun was the second newspaper in the United States to use steam to run its presses. The Cincinnati Gazette had employed steam since the year before, the London Times since 1814. With the change to steam the Sun announced that advertisements handed in by 6 P. M. would appear in the next morning's issue.

In the panic year of 1837, when Mr. Day's revenue fell to a point which made him less sure of continued high success, the Sun passed to Moses Yale Beach, for \$40,000. Under Mr. Beach's management the paper became even more enterprising. The line "Circulation 32,000" appeared in the publisher's corner in 1839; the distribution of the leading six-cent paper was about five thousand. The Sun's advertising volume now was seventeen columns in a twenty-four-column paper. Help-wanted and situation-wanted advertisements alone had been built up to four columns. This was accomplished in the face of competition in the Sun's own field, for the path of a new journalism blazed by the Sun had quickly become a great lure for others.

CHAPTER XXIII

QUICK GROWTH OF PENNY JOURNALISM

During the six years 1834 to 1839 thirty-five penny papers were started in New York alone. Most were short-lived. The notable exception was the Herald, which James Gordon Bennett established with \$500 capital, beginning publication from 20 Wall Street on May 1, 1835. There were then eleven six-cent and four one-cent papers in New York.

Owing to the accent which Mr. Bennett's prospectus gave to the non-political character his paper was to have, the New York Herald is regarded as having inaugurated the era of the "independent press," the journalism which broke away from the idea that a newspaper's chief function was that of a political party organ. The Herald devoted its energies instead to the collection and presentation of news of every character, including local happenings and items of deep human interest. The real exposition of the possibilities of this idea was not to come until more than a half century later, and compared with the "yellow journalism" of the end of the century the police news and village gossip of the 1830's was insipid stuff. But in its day the early one-cent newspaper was regarded as quite sensational.

"We shall support no party," said Mr. Bennett in his prospectus, "be the organ of no faction or coterie and care nothing for any election for president down to a constable. We shall endeavor to record facts on every public and proper subject, stripped of verbiage and coloring. The Herald . . . is equally intended for the great masses of the community, the merchant, mechanic, working people, the private family as well as the public hotel—the journeyman and his employer—the clerk and his principal." In the second number Mr. Bennett added that his purpose was to "give a correct picture of the world—in Wall Street—in the Exchange—in the Police office—at the Theatre—in the

PENNY PAPERS INTRODUCE NEW METHODS

Opera—in short, wherever human nature and real life best display their freaks and vagaries.”

With some recessions, particularly in the promise to print the news without comment, the Herald kept to its platform. It presented “the freaks and vagaries of human nature and real life.” In six weeks Mr. Bennett was claiming 5,000 circulation. After a year, despite a fire which prevented publication for twenty-two days, the Herald’s circulation had reached a figure which its publisher felt made it safe to raise the price to two cents. Any paper selling for two cents or less was a “penny paper.”

With the penny papers came a new space-selling method. Instead of giving unlimited space for \$32 a year, they made the square the unit. This was ten agate lines in some papers and up to sixteen in others. And instead of payment at the pleasure of the advertiser, cash was demanded. The Herald made its square of sixteen lines and brought rates down to a per-day basis:

NEW YORK HERALD TERMS FOR ADVERTISING (1835)

One square, 1 year	\$30	One square, 2 weeks	\$2.25
6 months	8	1 week	1.25
2 months	6	2 days	1.00
1 month	3	1 day	.50

A year later the Herald changed the main unit to twelve lines, created a smaller unit of eight lines, and raised the rates per unit, except on the two-day insertion, which was reduced:

NEW YORK HERALD TERMS FOR ADVERTISING (1836)

For twelve lines or less

1 day	\$0.52	7 days	\$1.87
2 days	0.75	8 days	2.00
3 days	1.00	9 days	2.12
4 days	1.25	10 days	2.25
5 days	1.50	11 days	2.27
6 days	1.75	12 days	2.50

For eight lines or less

2 weeks	\$2.50	3 months	\$8.00
1 month	3.00	6 months	5.00

THE HISTORY AND DEVELOPMENT OF ADVERTISING

By 1839 the New York Sun had reduced its unit to six lines and for that space was charging:

NEW YORK SUN ADVERTISING RATES (1839)

6 lines, 1 year	\$30.	6 lines, 1 week	\$1.75
6 months	15.	3 days	1.00
3 months	8.00	2 days75
1 month	3.00	1 day50
2 weeks	2.50		

These rates represent the turning away from the flat rate per advertisement that had prevailed for more than a century and show the first American efforts at a line rate. One little detail has special significance. The Herald's reduction for two insertions indicates that results of the first scale had been studied and that two-time insertions were found to need encouragement. The study and change in space-selling methods was another important feature of the birth of the new era in journalism and advertising.

Like the Sun, the Herald started as a tabloid and gradually enlarged as advertising patronage grew. Policy—and paper-cost—kept it well under the great paper size of the six-cent sheets.

But while the two revolutionizing papers were alike in size and, for a time, in price, they differed in their editorial content. The Herald was more sensational. James Gordon Bennett's bold methods in news presentation and his piquant and often biting comment on personalities in the news—the genesis of the latter-day "smart" editorial paragraph—soon brought down upon him a wave of criticism from other papers and from individuals. This only added to the circulation of the Herald. Mr. Bennett chose to call it a "newspaper war," in which he saw Wall Street allied with his rivals. The Herald was the first newspaper to raise the cry of "Wall Street." It was, incidentally, the first to print a review of Stock Exchange operations, which it severely criticized, causing a great sensation in financial and commercial circles. Habitues of the six-cent papers who scorned the news that appealed to the mechanic bought the Herald to see what it was saying about stock exchange and other operations, in which the editor found so much to denounce.

Violent abuse came from both sides. Some of the epithets applied

MORNING HERALD.

SYRUP OF SASSAPILLA COMPOUND.
Highly concentrated, made from the most approved for
mula, for sale by
May 22, 1835.
NATHAN B. GRAHAM.
38 Cedar, corner William st.

WANTED immediately a Boy 14 or 15 years of
age to do the errands of a store. One of industry
steady habits, and can give good reference as to character
will be given good wages, and may apply at No. 69 Maiden
lane. m21

BOY WANTED IMMEDIATELY, to take off sheets
from a cylinder press. Apply at this office. 110

TAILORING.—JOSEPH TWIBILL, Jr., No. 183
Chapel street, a few doors below Canal street, con-
tinues to make Clothing in the first style of fashion at the
following low prices—

Dress Coats, - - - \$8 00 | Plain Vests, - - - \$1 50
Frock Coats, - - - 8 50 | Pantaloon, - - - 1 50

Gentlemen furnishing their own cloth attended to with
punctuality and dispatch, and all clothes warranted to fit
or the materials paid for.

CLOTHING.—VAN EPS & OOTHOUT, having
removed their wholesale Clothing warehouse from
No. 63 to 71 Pearl street, opposite Counties slip, have on
hand and offer for sale on favorable terms, a large assort-
ment of ready made Clothing, made of superior materials
and of the latest style, and of a manufacture suitable for the
markets of the Southern and Western States. Purchasers
and dealers who examine the stock may find the articles
terms and prices, inducements to purchase m41mo.

ALEXANDRIAN.—No. 16 is this day published,
completing "Come on the Constitution of Man." No.
17 will commence "Essay by John Foster, on Decision of
Character, &c."

The extensive circulation to which the Alexandrian has
now attained, gives the proprietors full confidence of the
success of the undertaking. It is without doubt the cheapest
publication that was ever issued from the press. They feel
obliged to the different editors for the warm encomiums pas-
sed on the work.

The first volume is now completed, and contains the First
and Second Series of the "Curiosities of Literature," as al-
so the "Literary Character." These different works of
D'Israeli. The regular price of these three works now pub-
lished, in any other form, is \$2—in the Alexandrian they
are comprised in fourteen numbers, which at 6 1-4 cents per
number, is but 87 1-2 cents for the three works, or neatly
bound in one volume for \$1 25.

Terms—six and a quarter cents per number, payable on
delivery, or three dollars per annum (52 Nos.) All orders
from the country must be paid for in advance. The work is
sent by mail to any part of the United States and Canada, on
the receipt of the subscription money.—Postmasters and
others procuring six yearly subscribers will receive a copy for
one year free. Quarterly and half yearly subscriptions are
also received, viz. when one dollar (postpaid) is remitted to
us, we will send sixteen numbers of the work, and so on in
the same ratio.

All orders for the work to be addressed to
WILLIAM PEARSON & Co. 106 Nassau-st.
New York, May 11, 1835.

**EARLERS, MECHANICS, MANUFAC-
Turers, and WORKING MEN, LOOK AT THIS.**
—Fellow citizens. When facts are laid before you, please
take time and read them; you may profit by it, or some of
your friends.

LAND in the State of N. York, town of Minerva, town-
ship No. 26 Essex county, warranted. Only about 20 tracts
of this valuable Land remain unsold. From the unprece-
dented satisfaction the sale has given to every purchaser,
the owner can, with confidence say it is the cheapest and
best land in the United States for the price. Upwards of
fifty purchasers in New York, are to be referred to. The
owner has erected a large Saw Mill, to saw Veniers, and
Boards and Planks &c. several Buildings &c. The Land

PRINTING INK.—The subscriber, who is a
practical printer, has for upwards of nineteen years
been engaged in the manufacture of PRINTING INK, during
which time it has been used extensively in many of the
principal Printing Establishments in the Union, and he sat-
isfies himself has given very general satisfaction to his cus-
tomers. He respectfully solicits a continuance of the pa-
tronage of his typographical brethren. His experience en-
ables him to supply his customers with a good Ink as can
be procured in the United States, or UNCHANGEABLE COLOR,
and well calculated for the composition roller; and his ar-
rangements for his manufacture are such that he can fur-
nish it on as favorable terms as any other manufacture in
the country. Ink of various colors, viz. red, blue, green,
&c. made to order.
GEORGE MATTHEW.
New-York. 111 Prince-street.

WHITE'S TOOTH ACHE DROPS.—
The only specific ever offered to the public from
which a permanent and radical cure may be obtained of that
disagreeable pain, the tooth ache with all its attendant
evils: such as fracturing the jaw in extracting of teeth,
which often proves more painful than the tooth ache itself,
and cold passing from the decayed teeth to the jaw, thence
to the head, producing a rheumatic affection, with many
other unpleasant effects: such as disagreeable breath, bad
taste in the mouth, &c. all of which are produced from food
or decayed teeth. I am happy to have it in my power to af-
ford to the world a remedy, that will not only remove the
pain 9 times out of 10, if properly applied, but preserve the
teeth from further decay, and arrest the disease in such as
are decaying and have not commenced aching, and restoring
them to health and usefulness. For sale by
NATHAN B. GRAHAM, No. 38 Cedar street.
Rushion & Aspinwall, 81 William st; John B. Dodd, 183
Broadway; Prall & Wray, 83 Maiden lane, and John C.
Morrison, 188 Greenwich street. m20

R. L. SMITH & CO. 176 Pearl st. importers,
manufacturers and wholesale dealers in Leghorn
Tuscan and fancy Straw Bonnets, offer for sale on libera
terms a full assortment. Also, Palm Leaf Hats of every de-
scription, together with a general assortment of French &
Goods, Merino Shawls, Laces, &c. to which the attention
of country merchants is respectfully called. m4

A YOUNG LADY, with the best recommenda-
tions, is desirous of taking into a select school, six
young Misses to instruct. She lives in one of the pleasant-
est villages of Berkshire, Co., will receive her pupils into
her father's family, constantly associate with them, and
give them every just attention. Inquire at this office, or of
Miss C. Roberts, 43 White-street.

TO PRINTERS.—E. WHITE and W. HAGAR,
respectfully inform the Printers of the United States,
to whom they have long been individually known as Let-
ter Founders that they have now formed a connection in
said business, and hope from their united skill, and exten-
sive practical experience to be able to give full satisfaction
to all who may favor them with their orders.

The introduction of machinery, in place of the tedious
process of casting type by hand, long a desideratum by the
European and American Founders, was by American inge-
nuity, and a heavy expenditure of time and money on the
part of our seignior partner, first successfully accomplish-
ed. Extensive use of the machine type has fully tested and
established its superiority, in every particular over that cast
by hand. By the aid of a forcing pump, used in casting the
letters, the metal is compressed, and rendered much more
compact as the letter end of the type, than when cast by
hand; while, from a circumstance peculiar to the machine
process, the weight of the type is so diminished, that eighty-
eight pounds will set up as much matter as one hundred of
hand cast type.

The Letter Foundry business will hereafter be conducted
by the parties before named, under the firm of **WHITE,
HAGAR & Co.** Their recent improvement in the com-
position of their type metal, with the advantages before point-

EARLY TYPOGRAPHY OF NEW YORK HERALD

From James Gordon Bennett's paper for June 23, 1835. Mr. Bennett presently did away with
the boldface headings and established the rule "Lightface agate only in advertisements."

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by the Signal, Star or Courier & Enquirer to Bennett or the Herald during the height of the "war" were: "Scoundrel pen, filthy sheet, notorious bane and curse, instrument of mischief, rascal, rogue, villain, humbug, unprincipled conductor, disgusting, dastardly." And these were among the mildest.

Bennett dubbed all other papers in New York excepting apparently the *Evening Post* "The Wall Street Holy Allies." Their resources he listed thus: "Lies, impudence, ignorance, hatred, jealousy." His own resources in the "war" were "Energy, sobriety, moral courage, intellect, wit, poetry, virtue, cash." Here is his estimate of the newspaper situation in New York in 1840. Allowance should be made in both columns for its *ex-parte* character:

	<i>Circulation</i>		<i>Circulation</i>
Evening Star	2,200		
Evening Signal	600		
American	700		
Courier & Enquirer	4,200	The Herald	
Journal of Commerce	3,100	Daily,	
Express	2,800	Weekly and	
Sun	21,000	Extra	51,000
News	450		
Mercury	1,500		
Aggregate	36,550		51,000

The Sun in 1840 was claiming 32,000. The Herald conceded it 21,000. How much the Sun conceded the Herald is not recorded. Mr. Bennett's high figure for the Herald, which included "weekly and extra," may have been partly a humorous reply to the Sun's large claims. The Sun had also a weekly, and, like the Herald, issued an extra when necessary, but these issues Mr. Bennett ignored.

Two years later, after the newly established Tribune and other penny papers had made inroads, we find the following estimate, which is believed to be more accurate for that year than the other was for the earlier year:

SUN AND HERALD BECOME MODELS EVERYWHERE

NEW YORK NEWSPAPERS IN NOVEMBER, 1842

<i>Penny papers</i> <i>Circulation</i>		<i>Six-cent papers</i> <i>Circulation</i>	
Sun, 1 cent	20,000	Courier & Enquirer	7,000
Herald, 2 cents	15,000	Journal of Commerce	7,500
Tribune, 1½ cents	9,500	Express	6,000
Aurora, 2 cents	5,000	American	1,800
Morning Post, 2 cents	3,000	Commercial Advertiser	5,000
Plebian, 2 cents	2,000	Evening Post	2,500
Chronicle, 1 cent	5,000	Standard	400
Union, 2 cents	1,000		
Tattler, 1 cent	2,000		
<hr/>		<hr/>	
62,500		30,200	

WEEKLY PAPERS

<i>Sunday</i>	<i>Circulation</i>	<i>Saturday</i>	<i>Circulation</i>
Atlas	3,500	Brother Jonathan	5,000
Times	1,500	New World	8,000
Mercury	3,000	Spirit of the Times	1,500
News	500	Whip	4,000
Sunday Herald	9,000	Flash	1,500
		Rake	1,000
<hr/>		<hr/>	
17,500		21,000	

Around that figure of 15,000 daily the Herald appears to have continued for the next five years, competing mainly with the Sun and Tribune for readers in the new field.

Supplying a want, which obviously had been a long-existing one, penny journalism made a new pattern which newspapers were compelled to use if they were to be more than moderately successful. Hundreds of thousands of newspaper readers were created over the country in a short period. William N. Swain, foreman of the New York Sun's composing room at \$12 per week, started the Philadelphia Public Ledger in 1836, and in less than twenty years accumulated \$3,000,000. The Baltimore Sun, 1837, likewise was established as a penny sheet on the lines of the New York papers. Boston got its penny Herald and several other penny papers in 1835. The New York idea became the mold everywhere—in price, size and, with some modifications, in character of content.

The beneficial social effect of the inexpensive and independent newspaper was clearly seen by the six-cent Journal of Commerce,

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which, two years after the birth of the Sun, made this comment on the new educative force in the community:

These issues exceed those of the large papers and, for aught we see, they are conducted with as much talent, and in point of moral character we think candidly they are superior to their six-penny contemporaries. By observing the course of these papers we have been led to think them as quite an accession to the moral and intellectual machinery among us. The number of newspaper readers is probably doubled by their influence, and they circulate as pioneers among those classes who have suffered greatly from want of general intelligence. . . . Let all classes of the community but read and they will think, and will become less entirely the dupes of designing individuals. Those who have read them will, as a natural consequence, come more or less to the commission of the execrable offense of forming opinions for themselves.

Even the penny papers esteemed the enterprising and fair and tolerant Journal of Commerce, which in criticizing their methods never did so in abusive terms. The Evening Post also kept its dignity.

Full credit to the New York Sun and New York Herald for extending the newspaper habit to a wider circle does not mean that the new idea in journalism found nothing in the six-cent papers to go on. On the contrary, in both collection of news and development of advertising volume the conventional press had made steady progress since the beginning of the century. In news the "blankets" devoted their energies to interesting the merchant and manufacturer, and this policy of catering to potential users of space was an aid to advertising. That policy had given advertising a great impetus fifty years earlier in the Philadelphia Daily Advertiser and New York Daily Advertiser and had been operating ever since to develop interest.

With the arrival of the Journal of Commerce upon the scene in 1827 news rivalry between the business papers had become intense. For foreign news the Journal of Commerce made a big improvement on the rowboat method of meeting incoming vessels. It employed swift sailing yachts, which met the vessels outside Sandy Hook. In conjunction with these ship-news yachts, it established a system of semaphore signalling from Sandy Hook via Staten Island to Manhattan. This often beat the other papers by a day. Carrier pigeons also were used.



SUMMER ARRANGEMENT. PATERSON & NEW-YORK RAIL ROAD LINE.

FROM PATERSON.

MORNING.		AFTERNOON.	
At 6½ o'clock, by steam.	At 2½ o'clock, by horses.		
10¼ " " "	5¼ " steam.		
	6½ " horses.		

FROM NEW-YORK.

MORNING.		AFTERNOON.	
At 5½ o'clock, by horses	At 3 o'clock, by horses		
" " " steam.	" 6½ " steam		
" 11½ " steam,			

ON SUNDAYS.

Paterson, at 6½ o'clock, A. M. by Steam.	
3½ " P. M. Horses.	
5 " " Steam.	

New-York, at 8 o'clock, A. M. by Steam.	
9½ " " Horses	
6½ " P. M. Steam.	

June 15, 1835.

WHEN RAILROAD TRAINS WERE DRAWN BY HORSES

The first trains to run on rails were horse drawn, and as late as 1835 the limited locomotive equipment of the Paterson & New York Railroad made it necessary to employ horses for every second train, as shown by this advertisement.

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From Washington relays of fast ponies gave the Journal of Commerce a service so speedy that papers at Norfolk, Va., received their Washington news earlier by ship in copies of the enterprising New York paper than they did direct from the capital.

News from abroad frequently had an important bearing on the business of the New York merchant. Legislative and departmental news from Washington also might be vital. Merchants acquired the habit of dropping in where they knew the news would be received first, at the Journal of Commerce office. This led to an interest in advertising. Another help which the business papers gave to advertising was the lower subscription rate accorded the advertiser. By the end of the 1840's the Journal of Commerce had some 800 advertisers on annual contract.

James Gordon Bennett's sensational enterprise in news collection, which after the middle of the century brought the Herald world-wide fame, began as an amplification of methods that were being used by the business papers, and especially the Journal of Commerce, when the Herald was born. The influence of Journal of Commerce initiative on the Herald was direct. Gerard Hallock of the former paper proposed to Bennett that they join forces in news gathering and share expense, to which Bennett agreed. This arrangement grew into the New York Associated Press in 1849 for the collection of routine news. That released individual effort for special fields, where the Herald soon excelled. For more than forty years the president of the New York Associated Press, the progenitor of the present vast organization, was, first, Gerard Hallock, and then David M. Stone, both of the Journal of Commerce. To that paper we can trace the beginnings of the benefits that joint effort in systematic and economical news gathering have brought to American journalism and to the dissemination of advertising.

CHAPTER XXIV

THE 1830's A WIDE-AWAKE DECADE

Activity in American newspaper development in the 1830's and '40's was coincident with and contributed to a more general avidity, a greater mental activity and a spreading of ambition among people of all classes in the United States. American inventiveness and adaptiveness had now begun to show themselves in big things. The machine that solved the world's food problem, the McCormick reaper, was patented in the '30's. Morse announced his telegraph. Howe invented the sewing machine. These three epoch-making inventions, all by Americans, came in one generation. A skeptical attitude toward innovations changed to a ready acceptance. No longer did it take a good European idea the customary twenty years to come into use in America. We became alert to ideas that we could apply to our own uses and, in everyday life, more responsive to suggestions contained in advertisements.

The commercial spirit was rife. Small manufacturing plants sprang up in increasing number. Journeymen went into business for themselves and inspired others to emulation. Peddlers' wagons became a daily sight on the country road and grew larger in size and more elaborate in display. Hundreds of river steamers and canal boats spread the products of Eastern manufacture through the rapidly growing Middle West. Railroad building began to tie together the Eastern cities. A heavy flow of immigrants of a high type from Europe during this period was an added stimulus.

Twenty-three miles of railroad in 1830 became 2,818 by 1840, a big aid to communication and distribution—and to advertising. Steam navigation across the Atlantic became a fact; the Cunard Line inaugurated regular transatlantic service by steamboat in 1840. Speed was in the air. It changed the mode of thought.

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Not only in industry and invention was American genius lighting up, but in the fine arts also. Literary magazines of a high character appeared. In literature America gave the world in the 1830's and '40's some of the best work of a distinguished group of contemporaries—James Russell Lowell, Henry Wadsworth Longfellow, Nathaniel Hawthorne, Edgar Allan Poe, William Cullen Bryant, Oliver Wendell Holmes, Ralph Waldo Emerson, James Fenimore Cooper, Elizabeth Barrett, Robert Browning. Educational and social movements also received an impetus in this so-termed crinoline period. The first state-wide public school systems were inaugurated under the leadership of Horace Mann of Massachusetts, another important figure. The abolition movement became active to the point of street rioting. There was a religious revival. Measures for the care of the physically defective were actively advocated and progress was made in this and other welfare work. To the success of such movements the support of the public press was indispensable, and the more newspapers there were the more likely was attainment of the ideal.

In this accelerated progress there was one laggard, outstanding to the later student of advertising. In several papers in Boston and Philadelphia merchants were encouraged to use display type and column-wide illustrations, but in the great majority of papers typographical display was held back. Solicitation of advertising was active and more methodical, but mechanical limitations kept down the physical development of advertisements. Want-ad style, with a two-line initial or agate-caps first line, was the standard, the only relief being the tiny cuts of ships, houses, hats and a few other stereotyped illustrations of less than finger-nail dimensions which served to identify a particular class of advertisement. The Herald, when it came, improved somewhat upon the current display by setting the first three or four words of each advertisement in bold capital letters, but soon there was a reversion from even this.

Until the epoch-making penny papers arrived the tradition against breaking of column rules had been generally observed. The ban had reason partly in the trouble the sawing of a column rule involved. Column rules did not then come from the foundry in various lengths down to a small fraction of an inch. Sawing them was a bother where the plant had a saw, and impossible where there was no saw in the

For balance of freight, apply on board, middle pier Coenties slip, or to
m27 McKEE & LOUDON,
7 Coenties slip, cor Water st

For PHILADELPHIA.—[Union Line].—This Day.—The fine packet schr Valiant, Briggs, master, now loading at Old slip, will sail as above.
For freight, apply on board, or to
m27 J. & N. BRIGGS, 34 Old slip

For PHILADELPHIA.—[A. B. Cooley's Line].—This Day.—The fine new packet schr Elizabeth, Beaman, master, now loading at pier 6 ER, will sail as above.
For freight, apply on board, or to
m27 A. B. COOLEY, 19 Coenties slip
Al n—Schr Caledonia, Wappes, with despatch.

For PHILADELPHIA.—[Union Line].—To-morrow.—The fine packet schr Chas. M. Smith, Totten, master, is now loading at Old slip, and will sail as above.
For freight, apply on board, or to
m27 J. & N. BRIGGS, 34 Old slip.

For ALBANY.—The fine fast sailing schr Rebecca & Abigail, Bartlett, master, will commence loading on Saturday, and have immediate despatch.
For freight, which will be taken at low rates. Apply to
m21 A. B. COOLEY, 19 Coenties slip

For HARTFORD.—[New Line].—To-morrow.—The regular packet sloop Myrtle, Stannard, master, will sail as above.
For balance of freight, apply on board, middle pier Coenties slip, or to
m27 McKEE & LOUDON,
7 Coenties slip, cor Water st

BOSTON PACKETS.—TREMONT LINE.

The following vessels will compose the Tremont Line for the season.

Schr BENJ. BIGELOW,	F. Wells,	master.
Schr FRIEND,	J. Baker,	master.
Schr SALEM,	A. Eldridge,	master.
Schr FAIRFIELD,	W. L. L. r,	master.
Schr GRECIAN,	A. Chase,	master.
Schr	A. Matson,	master.

The above vessels are all of the first class, commanded by men experienced in the trade, and will insure at the lowest rates. One of each vessel will be regularly despatched every Wednesday and Saturday, from pier 11, foot of Old slip. For freight or passage, apply on board, or to
m26 J. J. JOSHUA ATKINS & CO, 38 South st

For BOSTON.—[New Line].—To-morrow.—The regular packet schr Pequet, Baker, master, will sail as above.
For freight or passage, apply on board, East side Coenties slip, or to
m27 EZRA LEWIS, 36 Coenties slip.

For BOSTON.—[Tremont Line].—Wednesday.—The schr Benj. Bigelow, F. Wells, master, will sail as above.
For freight or passage, apply on board, pier 11 ER, or to
m26 J. J. JOSHUA ATKINS & CO, 38 South st

For BOSTON.—[Commercial Line].—Wednesday.—The fast sailing packet schr Cambridge, Bearse, master, will sail as above.
For freight or passage, having fine furnished accommodations, apply on board, foot Maiden lane, or to
m27 B. M. HERRICK, 5 Coenties slip

For BOSTON.—[Despatch Line].—Wednesday.—The regular packet schr Trio, Nickerson, master, will sail as above.
For freight or passage, having good accommodations apply to the Capt. on board, east side Coenties slip, or to
m26 E. & J. HERRICK, 23 South st

For BOSTON.—The schr Bound Brook, will take what freight may offer at low rates, and sail next

foot of Broad street. For freight or passage, apply to
m14 E. ATWOOD, 15 South street

Steamboats for the South.

FOR CHARLESTON, S. C.

The Steam Packet NEPTUNE, J. PARKMAN, master, having sustained but trifling damage, will be despatched for the above port in a few days.
mar 24 3t BENEDICT & WETMORE, 59 Front st

CAMDEN AND AMBOY RAIL ROAD LINE.
For Philadelphia Daily, (Sundays excepted) at 6 1/2 o'clock, A. M., from pier No. 1, North River.



6 1/2 o'clock line by steamboat to South Amboy; from thence to Camden via railroad; thence in steamboat, and arrive in Philadelphia at 2 o'clock, P. M. Fare \$3. Forward deck passengers—fare \$2 25.

The reduced fare of \$2 from Philadelphia to Baltimore, at 6 1/2 o'clock A. M., and a Line leaving Philadelphia every day at 2 P. M. arriving in Baltimore early the same evening, offers inducements to those persons who would like to visit Washington during the present session of Congress.

FREEHOLD AND MONMOUTH LINE.—By the 6 1/2 o'clock boat, via railroad to Heighstown, from thence to Freehold by stages—Fare to Freehold, \$1 50.

PRINCETON AND TRENTON LINE.—By the 6 1/2 o'clock boat—Fare to Princeton, \$1 50—to Trenton, \$2—forward deck passengers to Trenton \$1 50.

Fare to Perth and South Amboy 50 cents. All baggage at the risk of its owner.
I. BLISS, Agent. m21

MAIL PILOT LINE FOR PHILADELPHIA, VIA CAMDEN AND AMBOY, AND TRENTON AND PHILADELPHIA RAIL ROADS.



THE MAIL PILOT LINE will leave Pier No. 1, North River, every day at 5 o'clock, P. M., and on Sundays at 7 o'clock, A. M., by Steam Boat to South Amboy, from thence by Camden and Amboy, and Trenton and Philadelphia Rail Roads, arriving in Philadelphia the same evening, taking with it the great Southern Mail. Fare through, \$5.
All baggage at the risk of its owner.
Jan 20 H. E. SWAN, Agent.

NEW RAIL ROAD LINE FROM



PHILADELPHIA TO BALTIMORE.

FARE \$2.

Leaves the foot of Dock street every morning at 6 1/2 o'clock, by steamboat Telegraph, Capt. Whillden, for Wilmington from thence by Rail Road, arriving at Baltimore at 1 o'clock—in ample time to take the Norfolk Steamboat, or the Cars for Washington City and West.

AFTERNOON LINE.—FARE \$3.

Leaves the office, No. 280 Market, daily (except Sundays) at 2 o'clock, P. M., arriving in Baltimore at 9 o'clock the same evening.

FREIGHT FOR BALTIMORE.

Freight will be despatched daily by this Line at 6 1/2 o'clock, and arrive in Baltimore the same evening. All goods consigned to the subscriber will meet with prompt attention in being received, and forwarded at very reduced prices.
JEREMIAH BOWMAN, Jr., Agent.
m26 1m No. 13 Dock street, Philadelphia.

EARLY STEAMBOAT AND RAILROAD ADVERTISING

(From the New York Journal of Commerce, March 27, 1838. Exact size of original.)

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shop. An advertisement two columns wide, or news matter set in double column, was consequently so rare as to be practically non-existent.

One day in 1836 the iconoclastic Herald appeared with a paid sensation. The advertisement not only was set two columns wide but had a double-column illustration, a fire scene depicting the "Unparalleled Attraction at the American Museum," namely: "Harrington's New Grand Moving Deorance, Showing the Awful and Devastating Conflagration of a Large Part of the City of New York on the inclement night of the 10th of December, 1835, and ensuing days." Thereafter a limited number of two-column advertisements appeared in the New York papers for a time. A striking one noted in the New York Evening Post in 1838 carried a two-column cut of the British royal arms. It advised the use of Cullen's Prophylactic Pills. In the Herald these two-column advertisements would run from ten to forty lines in depth and sometimes three or four of them would appear the same day, always over or under others of the same width, and never scattered in the paper. Pianos, shaving cream and cooking stoves were among the articles for which double-column width was used in 1840. In the luxury class the piano and organ are, incidentally, our oldest advertisers.

Probably the largest piece of newspaper advertising copy that appeared in this brief period of display was a machinery advertisement. It measured twelve inches on three columns and was set in 8-point type across the three columns, with a 14-point caption. It doubtless started as a handbill. The subject was Hardy and Roche's Self-Setting Saw Mill Dogs, the manufacturers of which were "confident they need only name the positive advantages which are to be derived from their use to induce every owner of a saw mill to cause a set to be immediately placed in his mill." The advertisement concluded with what a twentieth-century advertising man would regard as a naïve suggestion: "Persons receiving this advertisement will please cut it out of the paper and put it up securely in Mills, Stores and their Hotels."

James Boyce, seller of wrought-iron pipe, who advertised in the Herald in the 1840's, must have done well while he was permitted to use display. He ran thirty-five lines, single-column measure, framed in a border that pictured sections of his wares. In the sea of headless,

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undisplayed agate his thirty-five lines in the art border stood out like a mountain peak in the ocean.

But display by a few advertisers making only occasional insertions brought complaints from advertisers who used small space the year round, and caused the Herald, in 1847, to put a ban on all display, including cuts, as being unfair to advertisers not using display. That made the daily small-space advertiser happier, but the publisher was still dissatisfied. Regular advertisers ran copy without change month in and month out, and the advertising of one day read like that of any other day. In an effort to reduce this monotony and make the advertising more interesting Mr. Bennett announced that no copy would be run longer than two weeks. This rule brought fresher copy but did not change the physical appearance of the dull agate page as a whole.

Eleven million advertisements appeared in some 2,000 American newspapers in 1847, according to an estimate made the following year. (Fifty years later the estimate was 350,000,000 a year.) In England in 1847 only 2,500,000 advertisements were published, although the large London papers individually had twice the amount of the New York Sun, Herald or Tribune. By 1854, with the population only 25 per cent. larger, the estimated number of publications in the United States had grown 100 per cent., or to 4,000. These figures present a quick index to the influence of the cheap newspaper on reader growth and to the increasing interest in newspaper advertising which made it possible to maintain so many papers.

Interest in other forms of advertising had also been developing during the second quarter of the century, and for this extension of advertising to other media the failure of newspapers to give display was partly responsible. There were advertisers who wanted to see their copy in large type. Since 1800 or thereabouts the advertisement painted on a rock or wall—advice to use a certain medicine, or the name and the nature of the business of a merchant—had added its effort to that of the agate lines in the newspaper. Sandwich men appeared in lower Broadway in the 1820's, and street-parading wagon advertisements were introduced in New York in 1830.

CHAPTER XXV

PHINEAS TAYLOR BARNUM

The big developmental forces that the vigorous 1830's and '40's put into action all influenced advertising growth and were helped in turn by the force which any advertising exercises. That wide-awake period has still another influence on American development to its credit, an individual who may be said to have constituted an economic force in himself. It produced Barnum, the first great advertising genius and the greatest publicity exploiter the world has ever known. For half a century during which business success was the dominant thought of the American it was the portly figure of P. T. Barnum that really typified America.

From contact with the Connecticut villagers among whom he was born Phineas Barnum very early in his youth developed a keen appreciation of certain aspects of human nature. The uses, ethical or unethical, he made of that sharpened sense are traceable to his environment as a boy.

Barnum's maternal grandfather, who was the molder of the boy, had local celebrity as a practical joker. Grandfather Taylor's every action appears to have been tinged with this form of humor, which was quite the vogue in the early and middle decades of the nineteenth century. The boy's paternal grandfather also dearly loved a practical joke.

Phineas Barnum's birth was the occasion for a practical joke that ran twelve years. Grandfather Taylor announced that the infant was the owner of "Ivy Island." As the boy grew up the grandfather let him understand that ownership of this island made him the richest lad in Bethel. When Phineas was twelve, and had built up a wonderful picture of his estate, his pleas of years were granted and he was taken to see the island. It was a bog, mostly under water. Some half-dead

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ivy grew on it, which made it "Ivy Island." Being surrounded by water it was of course an island. No deception. (Twenty years later, in connection with his purchase of the American Museum in New York Barnum gave as part security for a loan a certain five acres of unmortgaged land in Connecticut, a gift from his grandfather.)

Phineas Barnum's next impressions were received at twelve to fifteen years of age as a seller of lottery tickets, which was Grandfather Taylor's business. Then he became clerk in his father's store and at eighteen acquired, with assistance from his grandfather, a store of his own at Bethel, Conn. That was after he had spent several months in New York as a bartender.

Young Barnum's experiences in the Bethel store were recorded in one of his numerous autobiographical works. Customer and store-keeper each did his best to "do" the other. Customers brought rags to exchange for produce, a common form of exchange in those days of paper shortage and large demand for rags. Bundles of rags often were found to contain stones and other weighty substances. The customer equally often got something that was not what he thought he was getting, as a cheap fabric instead of a good one. "Each party expected to be cheated," said Barnum. "Our eyes and not our ears had to be our masters. Such a school would 'cut eye-teeth,' but if it did not cut conscience, morals and integrity all up by the roots, it would be because the scholars quit before their education was completed."

In the evening, or when the weather was bad, the boy in the store had the company of a half-dozen or more idlers who played practical jokes, related their adventures, and made it the desirable thing to be sharp and thus get the better of the other fellow.

That was P. T. Barnum's environment during the most impressionable years of his life. Its influence is seen in his attitude toward the public, especially during the first years of his career as a showman.

Barnum's best seller in the Bethel grocery was the lottery ticket. According to Werner's "Barnum" it was in this lottery business that Phineas first employed advertising. He issued handbills and circulars in extravagant language. He also employed "immense gold signs and posters in many-colored inks." Rhymed advertisements also came from his pen, probably with handbills as the medium. All these meth-

BARNUM GETS HIS FIRST "ASTOUNDING WONDER"

ods had been used in lottery advertising in England and in this country before Barnum employed them, but he appears to have made them do particularly well, selling up to \$2,000 worth of tickets on each drawing to Bethel villagers and Danbury mill hands.

Barnum's first stunt in brass-band publicity was performed when he was twenty-one. As editor of the *Herald of Freedom* at Bethel he had committed a libel in saying that a certain church deacon charged usurious interest on loans. Upon his release from jail Barnum rode in a parade, preceded by the band and forty horsemen and followed by a long line of carriages containing citizens. The announcement thus made of his release rendered it certain that everybody in the Danbury region would hear about it. The propensity of the practical joker for attracting attention to himself was beginning to show.

In his Bethel store Barnum had talked with a circus man, and when the twenty-four-year-old youth moved to New York, late in 1834, it was with the idea of becoming a showman. After six months of odd jobs in stores, and of running a boarding house with the assistance of his wife, he obtained an interest in a grocery. There one day a caller told him about Joice Heth, the negress who had been the slave of George Washington's father and was 161 years old. A bill of sale executed in 1727 showed that she was in that year fifty-four years old.

Barnum bought the negress for \$1,000, half of it borrowed money. He prepared the ground carefully for his exhibit, engaging Levi Lyman, a young lawyer, to be his assistant and help prepare the advertising. When the aged curiosity appeared to public view at Niblo's Garden in Broadway she had been heralded with handbills, posters, newspaper advertising and news-column publicity—especially news-column publicity. The papers, penny and sixpenny alike, gave the "astounding wonder" a good deal of space. The public learned many things which Barnum had drawn from her. She had been present at George Washington's birth and had been "first to clothe the unconscious infant." She referred to him as "George." At the exhibition she answered questions on these points between puffs at her pipe, the soothing influence of which she had enjoyed for some one hundred and twenty years. Barnum's interviews with her developed many bits of human-interest copy.

The young showman's gross receipts from this "most astonishing

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and interesting curiosity in the world," his first freak, ran \$1,500 a week in New York, according to his own statements later, and were high also on the road, where letters appeared in the papers denouncing Joice Heth as an india-rubber fake, arousing still more interest in view of statements that she moved and talked. Every man who knew he couldn't be fooled went to see the freak with the idea of revealing the secret to his friends.

The anonymous letters to the papers which raised doubt about Joice Heth were Barnum's first use of the controversial method, which he later employed in his publicity again and again with uniform success. When, after some five or six months of touring, Joice Heth died, the post mortem indicated she was not more than eighty years old. The old bill of sale was a forgery. Barnum had been grossly deceived and told the world how chagrined he was over it.

In the five years following Joice Heth's death, which included the financial panic years of 1837-1838, Barnum tried half a dozen ventures and failed in them all. His traveling shows did not pay, and in several other undertakings, one a grease that grew hair on bald heads, he was cheated by partners who absconded with his money. In 1841 he was trying to support a wife and two children on the proceeds of an occasional newspaper article and \$4 a week he received from the Bowery Amphitheater for writing advertisements. Concerning these advertisements Werner says:

Heretofore theatrical managers had most of them contented themselves with announcements in the newspapers of the names of their performers, and Barnum was one of the first men in the United States to realize the power of the paid adjective in advertising theatrical attractions. Adjectives were lavished at the time on patent medicines and the advertising columns of the newspapers of the day were made up largely of extravagant praise of pills by their makers.

Barnum doubtless was influenced by the success of patent-medicine advertisers, who for more than a century had been using extravagant language and profiting by it. It will be noted that Werner does not commit the error of assuming that Barnum invented the superlative. While Barnum was one of the first showmen in America to adapt this

BARNUM'S METHODS AT AMERICAN MUSEUM IN 1842

form of copy to his purposes he was not a world pioneer in it, for exhibitors of natural curiosities in England had long been employing exaggeration in describing their wonders. Lottery advertisers in England also had developed a very persuasive style of copy many years before Barnum, in 1829, launched himself as an advertising man by writing advertisements for his lottery business. But Barnum eventually did so much more with the superlative, expanded it so much, that the Barnum development of it made it seem new.

The great showman was a man of original ideas. That is proved by the numerous and quickly concocted stunts, big and small, that his active mind conceived. But he was also skilled in adaptation. Much of his genius was in seeing the full possibilities of an idea, whether the idea was his or another's. If he found a promising idea somewhere it developed features the originator had never dreamed of.

Control of the American Museum in New York, with its \$50,000 collection of curiosities, gave Barnum his real opportunity. He obtained the Museum on an easy-payment plan which included employment as manager at \$12 a week and payment of the \$15,000 price out of earnings. The owner of the building financed the purchase. A group of competitors who had forestalled Barnum by obtaining an option he killed off with publicity, exposing their plan of purchase in the newspapers as a stock-jobbing scheme and preventing them from obtaining capital from the public.

Early in 1842 the blare which was to make Barnum famous burst upon New York in a bewildering number of forms. A brass band on the balcony of the Museum drew crowds day and night. Huge roof lights, the like of which New York had never seen, illuminated lower Broadway for blocks. Large-size paintings of bizarre animals covered the front between the windows, making it further impossible for anyone to pass without seeing the Museum and having his curiosity aroused. When pictured by Barnum a three-inch lizard became a gigantic monster. Banners were strung across the street. Handbills, sandwich men, news-column publicity and advertising in the amusement columns of the papers spread the Barnum demand for attention throughout the city. The Museum became a subject of everyday talk.

Manifestations of Barnum's ingenuity in little tricks came early in his management of the Museum. He turned upside down the painting

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of a violinist, giving the impression that the performer played standing on his head. In those early days of advertising with pictures that worked out as a good stunt. He hired a man to walk from corner to corner, lay down one brick and pick up another and finally enter the Museum, into which a part of the crowd would follow, bent on finding out what it was all about. In talking later about such devices Barnum said that they alone brought hundreds of people daily into his Museum. When on holidays and during special attractions the Museum became jammed to an extent that prevented new arrivals from getting in, a pointer sign, "To the Egress," lured the slow movers toward this strange animal—and through a door into the street.

Then letters appeared in the newspapers from various towns in the South which described a preserved mermaid that a traveling scientist from England, a Dr. Griffith, was exhibiting to a chosen few. It had a human head and the body of a fish. After some weeks of regular reports of the astonishment felt everywhere over this human fish, "Dr. Griffith," who was Lyman, Barnum's assistant in the Joice Heth enterprise, arrived in New York and gave an exhibition for the scientific-minded at Concert Hall. A week later Barnum announced

that this strangest of curiosities had been secured for the American Museum and supplied the weekly newspapers with wood-cut illustrations showing the capture of the beautiful sea maiden in the Fiji Islands. In his first paid advertisement Barnum told the public that the "Wonder of Creation" had been viewed at Concert Hall by "hundreds of naturalists and other scientific gentlemen" who "beheld it with real wonder and amusement." That was true, for it was a clever job, a monkey's head fitted to the body of a fish and so painstakingly done that the junction

With large 4 lb. Rockets, &c. For further description, see bills of the day. Patagonian Glory!!

AMERICAN MUSEUM AND GARDENS
CORNER OF BROADWAY AND ANN STREET,
opposite St. Paul's Church.

P. T. BARNUM, MANAGER.
INCREASED NOVELTIES!!

WONDER OF CREATION.

For One Week Only—Day Visitors admitted in the Evening Free.

Flattered by the immense patronage bestowed upon this establishment by a discerning public, and being determined to spare no exertions in securing every attainable novelty, the manager is happy to announce that he has, at a most extraordinary expense, made arrangements with the proprietor of the greatest curiosity in the world, the

REAL MERMAID!

Exhibited during the past week at Concert Hall, in Broadway, where hundreds of Naturalists and other scientific gentlemen beheld it with real wonder and amusement, and publicly expressed their conviction of the existence of this wonderful creature.

No Extra charge for Admission to the Museum.
Winchell, the comic drollist, in eight characters—the Gipsy Girl can be privately consulted—La Petite Celeste, Miss Rosalie, Balloon Ascensions, Albino Lady, Fancy Glass Blowing and 500,000 curiosities.

Day performances, Wednesday and Saturday, at 4 o'clock.—Admittance to the whole 25 cents, children half price, and r

HILL'S NEW YORK MUSEUM

A CARD.—The public is respectfully informed that the New York Museum will be closed in the evening till the extensive alterations and improvements are finished. It is the intention of the subscriber to re-open on or about the 29th of Au-

BARNUM'S EARLY ADVERTISING

American Museum's announcement of the Fiji mermaid in the New York Herald for August 17, 1842.

“EVERY ADVERTISING DOLLAR BRINGS BACK TEN”

could not be detected. Barnum had bought it from a man who picked it up in London, where it had been exhibited twenty years earlier. From top of head to tip of tail fin the mermaid measured three feet. The Weekly Herald after a time printed a real picture showing it to be a most repulsive object. Thanks to the advance publicity which Barnum worked into the newspapers, the Museum was crowded from the first day of “This Week Only.”

A Westerner with some buffaloes arrived at Hoboken. Barnum bought the buffaloes and got a lot of publicity for the animals without revealing his connection with them. Presently the papers announced a free exhibition across the river, a buffalo chase. Some twenty-five thousand persons used the ferries over and back. Barnum had purchased the ferry receipts for the day and realized \$3,000. He repeated with the Philadelphia-Camden ferries before he announced that these great free shows were a gift to the public from the American Museum. Barnum probably was the first to run a baby show and the first to use the beauty contest as a drawing card.

It took but half a year of Barnum publicity to put the American Museum in first place over a dozen popular amusement halls. He paid for the collection of curiosities out of his first year's receipts, and said afterward that he knew when he took over the place that “every dollar spent in advertising would bring back ten.”

The mermaid was as nothing to the find the ever-alert Barnum made in the fall of his first year at the Museum. While visiting his brother in Bridgeport, Conn., he was told about a five-year-old boy who had stopped growing when he was a few months old. Barnum induced the boy's Yankee parents to permit an exhibition of their midget son, who was less than two feet high and weighed only fifteen pounds. Charles Stratton became “General Tom Thumb, freshly arrived from England.” The name he gave the dwarf Barnum got of course from the Tom Thumb of King Arthur's court, who was no bigger than your thumb. The title of General, which added so much laughter, was more of Barnum's flair for creating advertising values. The General's personality, his wit and intelligence, made him doubly attractive to the crowds. The midget called on all the editors in New York, with the result that there was a vast amount of publicity.

Nearly one hundred thousand persons saw Tom Thumb during the

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thirteen months he was on exhibition at the American Museum. Then a big idea about which Barnum had been thinking came into action. After the careful preparation which was characteristic of him, Barnum sailed for Europe with Tom Thumb. Among the letters he carried was one from Horace Greeley to the American Minister,

Edward Everett, who had the reputation of being under zero in warmth toward anything Barnumesque. But Barnum knew his midget and knew human nature. He had a picture in his mind of what he wanted to do, something that went beyond Everett, and he had a feeling that it could be done.

Tom Thumb, dressed like Napoleon, conquered Everett, as he later did the Duke of Wellington, and when Barnum boldly asked for an audience with Queen Victoria, Everett obtained it. The popularity which Tom Thumb already had established for him-

Doors open at 6—Commence at 7.
No performance on Friday nights. d14 1w*7

AMERICAN MUSEUM.

Marble Building, Broadway, opposite St. Paul's Church.
Day Visitors admitted the same evening free.

THE WORLD CHALLENGED.

The Manager is happy to announce that he has, at an extraordinary expense, engaged

GENERAL TOM THUMB, JUNIOR.

The most wonderful Dwarf in the world. He is but one foot and ten inches high, and

WEIGHS ONLY FIFTEEN POUNDS.

That being precisely his weight when three months old. He is lively and talkative, of fine symmetrical proportions, and is unquestionably the greatest living curiosity in the world.

Also engaged, the Lilliputian Family, of ten performers; C. SHERMAN, the popular ballad singer; CELESTE, the admired danseuse; Miss HOOD, the charming songstress; The Fortune Telling GIPSEY GIRL, &c.

Also exhibiting, the Fac Similie of the great picture of Christ Healing the Sick in the Temple, by Benj. West, Esq.; the Albino Lady, and 500,000 Curiosities.

Admission to all 25 cents—Children half price. d11ec

**SPLENDID ATTRACTIONS!
MAGNIFICENT NOVELTIES.**

NEW YORK MUSEUM AND PICTURE GALLERY.

Broadway, Opposite the City Hall.

Mr. H. BENNETT, Manager, announces that he has, at a very heavy expense, obtained the DRESSES worn by

QUEEN VICTORIA and the DUCHESS OF KENT.

on the occasion of HER MAJESTY'S MARRIAGE and CORONATION. SIGNOR BLITZ, Magician, Dancer, and Ventriloquist, Miss CLEMENCE, the

FIRST ANNOUNCEMENT OF TOM THUMB
Barnum's "Challenge to the World" in the New York Herald for December 12, 1842.

self at his salons for the nobility doubtless gave Everett courage. Dukes, earls and lesser nobility had entertained the midget in their homes and had visited him in the house which Barnum had rented. These receptions had begun before Barnum made any arrangements for an extended exhibition. His planned publicity had taken account of the inclinations of the English people. He knew that if he obtained the approval of the upper classes first the mass would follow. It did.

The amusement which Queen Victoria obtained from meeting the tiny human resulted in two additional invitations to visit her. Tom Thumb became the rage. Songs were written about him, music was named after him, toys were given his name, and stage and newspaper allusions to him were as numerous as acts or issues. Barnum's receipts during the tour of England ran from \$500 to \$3,000 a day. On the continent the story was the same. Tom Thumb was received by kings

MILLIONS SWARM TO SEE BARNUM'S TOM THUMB

and queens, statesmen and others of the great. At fashionable outdoor events the General's gaily painted twenty-inch carriage, drawn by Shetland ponies and accompanied by liveried footmen, appeared among the equipages of the highest in the land. Stunt after stunt—one was a rumor that Tom Thumb had been kidnapped by a woman—kept publicity alive. The European tour lasted three years. Five million persons saw Tom Thumb, who said upon his return that he had been kissed by two million women, including four queens. The profits of the tour are said to have been close to one million five hundred thousand dollars, of which Tom Thumb received half.

Back in the United States Barnum quickly became aware that his big success in Europe, the audiences with royalty, and, as he himself thought, especially his ability as a money maker on a large scale, had given him a new status at home. He was no longer the cheap showman. He was the big business man, and men high in trade and finance now found him worth while. To the masses he became the shining example of success.

Barnum's three years of contact with the greatest dignitaries of Europe had not, however, changed him enough to prevent him from "putting over" the woolly horse hoax the following year, in which he boldly advertised that the fleecy equine had been discovered by Colonel Fremont while the Fremont expedition was lost in the Rocky Mountains. Criticism which followed this use of Colonel Fremont's name seems to have, for the first time, pricked Barnum's skin a bit.

Then came Jenny Lind.

The fame of the Swedish Nightingale had not penetrated to America to any wide extent. There was little interest in music here in 1850 beyond concert-hall songs. Knowledge of Jenny Lind's triumphs in Europe was confined to those who read the exchange editor's "Notes from Abroad," and these readers of miscellaneous foreign news were not numerous enough to make great crowds. Barnum did not fully realize this until he had obligated himself for nearly two hundred thousand dollars; had, in fact, deposited the money with a trustee in London. Bankers and others in New York had laughed at his idea. He had been compelled to scrape together every dollar of his available resources to make up the necessary sum. So intent on advantages that might accrue to his prestige from swinging into entertainment of a

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higher class had he been that he had failed to analyze his potential market. A few hours after he received news that the tentative agreement had been signed by Jenny Lind and his agent abroad, Barnum made his first market test on the mass. He told a train conductor who knew him that he had just engaged Jenny Lind for a tour. "Who is she," asked the trainman, "a dancer?"

Barnum had six months in which to prepare for Jenny Lind's coming. His mass point of view told him that Art alone would not make sufficient appeal. In Europe, the Swedish girl's exceeding piety and her benevolence toward the poor and unfortunate were as well known as her possession of one of the world's greatest voices. The great religious revival that was then sweeping America, and which had won Barnum himself to piousness, would perhaps make Jenny Lind's personality a better feature than her voice. It certainly would aid greatly in arousing interest in her. His appeal decided upon, Barnum went ahead.

In the realms of advance newspaper publicity which appeared the fact that Jenny Lind gave nearly all the proceeds of her singing to charity was stressed and her purity and estimable character given more space than her voice. The news that she was to receive at least one thousand dollars a concert created a sensation. That she would devote her big fees to public charities made another and bigger sensation. Her concerts would be benefit performances for American benevolences. A shy young woman who had received the adulation of Europe, the beloved of queens, and yet was unspoiled and giving her first thought to helping others less fortunate; a great vocalist who refused longer to sing in opera because of its association with a flexible morality, and who hated Paris for the same reason; she was goodness personified, an angel; she was the most remarkable woman in the world.

For several weeks immediately preceding her arrival, Barnum, who had engaged a writer newly arrived from England to assist him in the preparation of publicity and advertising, saw to it that every paper was furnished every day with a fresh story of Jenny Lind. His offer of \$200 for an "Ode to America" for her to sing brought 750 entries; also disputes, newspaper discussion, and a great amount of extra publicity.

JENNY LIND EXCITEMENT WORKED UP TO FEVER HEAT

A crowd of 30,000, tremendous for those days, was at the dock to greet Jenny Lind. All evening and until the early hours of the morning there was a shouting mob around the hotel, where a torchlight procession of 300 firemen, arranged of course by Barnum, arrived after midnight to serenade her. Barnum is said to have collected \$1,000 from the hotel proprietor for the advertisement of having Jenny Lind as his guest.

Between Jenny Lind's arrival and the first concert a fever of excitement was kept up. Barnum had her visit one or more local places of interest each day, which furnished copy, as did accounts of well-known persons calling on her.

Tickets for the first concert were sold at auction. Genin, the Broadway Hatter, a friend of Barnum's, accepted the showman's suggestion and bought the first ticket, paying \$225. As Barnum had predicted, Genin got his name into every paper in the country. He was also ridiculed in the advertisements of other hatters and had fun poked at him by the small-town papers, but sold many hats to the curious who wanted a look at the man who paid \$225 for a concert seat.

The opening concert at Castle Garden, attended by 10,000 persons inside and a vast crowd outside, was a mass exhibition of hysteria. At its conclusion Barnum announced the receipts as \$17,864 and read a list of

AMUSEMENTS.

CASTLE GARDEN.

FIRST APPEARANCE OF MDLLE JENNY LIND,
ON WEDNESDAY EVENING, September 11, 1850.

PROGRAMME:

PART I.

Overture—"Oberon".....C. M. V. Weber.

Arie—"Borgete."

Maometto secondo.....Sig. Belletti.

Sung by Sig. BELLETTI

Scena and Cavatina—"Casta Diva,"

Norma.....Belletti.

MDLLE. JENNY LIND.

Grand Duett for two Piano-fortes....Thalburg.

Messrs. Benedict and Hoffman.

Duett—"Per Piacere."

(Il Turco in Italia).....Roseini.

MDLLE. JENNY LIND and Sig. Belletti.

PART II.

Overture—"Gruadara."

(First time in America.)

Benedict.

Trio Concertante—For Voice and two Flutes,

Camp of Silecia—Meyerneer,

Composed expressly for MDLLE JENNY LIND.

MDLLE. JENNY LIND.

Flute—Messrs Kyle and Siede.

Aria Buffa—"Largo al Factotum."

Barbieri—Roseini.

Sig. Belletti.

Swedish Melody—"Herdman's Song,

Known also as the Echo Song, sung by

MDLLE. JENNY LIND.

Greeting to America,

Prize Composition, by BAYARD TAYLOR, Esq.

Benedict....Composed expressly for this occasion,

MDLLE. JENNY LIND.

Conductor.....Mr. Benedict.

The Orchestra will consist of Sixty Performers, including

the first talent in the country.

Price of Tickets \$3. Choice of places will be sold by auc-

tion at Castle Garden at 10½ o'clock on Saturday morning,

September 7.

Doors open at 6—Concert to commence at 8 o'clock.

No Checks will be issued.

MDLLE. JENNY LIND'S Second Grand Concert will

be given at Castle Garden on Friday Evening, 19th inst.

Choice places to the second Concert will be sold on Tues-

day morning, 10th inst. at 1½ o'clock.

Chickering's Grand Pianos will be used at the First

Concert. \$6 5t

HENRY H. LEEDS, Auctioneer.

JENNY LIND CONCERT.—Tickets of Admission

for the first and second Concerts to take place at Castle

Garden on Wednesday, Sept. 11, and Friday, Sept 13—

BARNUM AS AN ADVERTISER WITH DIGNITY

Agate announcement of coming first appearance of Jenny Lind, in the New York Tribune for September 5, 1850. It will be noted that Barnum did not insert the name of the impresario.

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New York charities to which Jenny Lind would give her \$10,000 share of the proceeds. The advertising value of these enormous box-office figures became apparent in the widespread and excited discussion they aroused. For the six concerts of the first series in New York the receipts were \$87,000.

In the tour which followed, the New York story was repeated. The Jenny Lind furor had communicated itself to high and low. In Washington President Fillmore was an early caller at the singer's hotel and Henry Clay, Daniel Webster and other leading statesmen, diplomats and soldiers came to pay their respects to Barnum's protégée. The New York Herald said: "All feel her power, all go mad to see her, and they cannot explain the secret of her influence." Barnum probably could.

When Jenny Lind and Barnum disagreed, and, after her marriage to Otto Goldschmidt and a three-month honeymoon in Massachusetts, she made another tour, it may have been the absence of Barnum's skill in publicity that left this tour a comparative failure. Jenny Lind's obstinacy and her exhibitions of temper, which Barnum had concealed, now became a matter of comment in the newspapers and, being new matter, was so strongly featured in the press that it dimmed the halo the public had been seeing over the head of the musical Joan of Arc. It appeared to make her less interesting to the mass of the people. Her farewell concert in New York brought \$7,000 as against \$17,864 for her opening concert and 2,000 persons gathered to see her off in contrast with the 30,000 that Barnum worked up for her arrival.

Growth of taste for opera and good music in the United States dates from Jenny Lind's visit. Other European artists of note came, and there resulted a musical development which was not possible with the lack of interest that had prevailed previous to 1850. Some of our progress in music is thus directly traceable to an advertising campaign which featured the womanly purity and piety of a great vocalist rather than her voice.

In the thirty years following Jenny Lind, Barnum succeeded in keeping himself continually before the public. When he lectured in England, his success in drawing crowds there caused the London Times to marvel at "a huge multitude applauding an orator for a

P. T. BARNUM'S GREAT SHOW.

BARNUM



I AM HERE!

At Lincoln Park!

WITH MY

Greatest Show on Earth!

Which is NOW OPEN, and

I will address the audience
at each exhibition

AFTERNOON AND EVENING,

ALL THE TIME IT IS TO BE HERE.

3 DAYS ONLY,

Tuesday, Wednesday, and Thursday, Sept.
9, 10, and 11, Afternoon and Evening,
and positively remains no longer.

Ten Thousand Visitors!

DAILY, AND HUNDREDS TURNED AWAY.

3 Grand Palace Pavilions!

WONDERFUL

TRAINED WILD BEASTS!

GRAND

ROMAN HIPPODROME!

MAMMOTH

MUSEUM

And the most refined, elegant, greatest, grandest,
and most

Magnificent Circus!

EVER ORGANIZED.

20 ROYAL STALLIONS!

In New and Wonderful Acts.

12 LEARNED ELEPHANTS!

Giants, Dwarfs, Automata, and Fifty Thousand
Wonders in the Great Traveling Museum.

1,000 WILD BEASTS!

100 PEERLESS PERFORMERS!

In the Colossal EQUESTRIAN COLLEGE, and.

8 YOUTHFUL, DARING LADY RIDERS!

DOORS OPEN at 1 and 7 p. m. Performances 2
and 8 p. m. ADMISSION, 50 cents. Children under
9, half price. Reserved Chairs, 25 cents extra.

For the accommodation of ladies, children,
and families, I have erected a
Spacious Elevated Platform, furnished
with 2,000 Reserved Numbered Chairs,
which may be secured for any Exhibition at HAW-
LEY'S NEWS DEPOT, VINE STREET, at the
usual slight advance, by those who desire to avoid
the crowd on the grounds.

Ladies, children, and others wishing to avoid the
crowd in the evening, are advised to attend the After-
noon Exhibitions.

It

P. T. BARNUM, Proprietor.

BARNUM'S CIRCUS ADVERTISING IN 1870'S

A column in the Cincinnati Gazette for September 9, 1879.

THE HISTORY AND DEVELOPMENT OF ADVERTISING

deliberate panegyric of humbug." His purchase of Jumbo twenty years later, which nearly caused international complications owing to the fondness of London children for the big elephant, gave Barnum another tremendous tonnage of publicity. His circus, "The Greatest Show On Earth," became an American institution and alone would entitle him to celebrity. The Siamese Twins, the Dog-faced Man, the Missing Link and a score of other freaks fed the popular taste for such things and kept the name of Barnum in the minds of the people through several generations.

The deepest influence of Barnum upon America came from his autobiographies, in which he recounted in detail the story of his life. They were a serial story from his pen from 1855 almost up to the time of his death in 1891, and became a guide for the ambitious. Probably a million copies were purchased and devoured with the idea of assimilating the secret of Success. Fathers gave the life of Barnum to their sons. Clergymen, impressed by the piety which ran through the volumes, advised their congregations to study Barnum. The energy, alertness to opportunity, the boldness and enterprising spirit of the Connecticut Yankee had so profound an influence that Barnum entered the very fabric of American business life. Barnum's methods found many who gave them complete and unqualified admiration.

It was publicity that had made Barnum, and with his philosophy influencing business it was natural that the Barnumesque should be particularly evident in advertising. The methods of the showman who played practical jokes on the American people en masse and the methods of the impresario who made Jenny Lind an idol were tried in their raw form or in a "refined" variation for many years with mixed good and bad effects on advertising. As late as the 1890's Barnum's influence was seen in the brass band stationed on the walk in front of the haberdashery fire sale. The trick copy of the '70's and '80's, a Barnumesque growth, lured the reader with a startling news caption and then blithely informed him that even if it wasn't true that the local leader of the community had personated Lady Godiva it was true that the best overcoats could be obtained at Smith's Emporium. Many used Barnum's early methods with little modification, and it took a long time to discover that playing a practical joke on a man and giving him a full quarter or dollar's worth of fun in the performance

BIG IMPETUS GIVEN TO ADVERTISING BY BARNUM

was something different from mixing foolery with an article purchased in a serious mood.

Increase in newspaper advertising in the last half of the nineteenth century attributable to Barnum was heavy, but the main impetus from him probably was to outdoor advertising. In his newspaper advertising Barnum did not show the originality he displayed in other printed advertising, nor did he put so large an expenditure into newspapers as his reputation for advertising may suggest. His thirty to forty lines in the New York papers in the 1840's appeared in the customary agate type under "Amusements" and were as a rule no longer than they often had been under the previous management of the American Museum. The difference was in a bit more display of agate cap feature lines in the Barnum advertisement, and in the wording of feature lines. Where other amusement places had been saying "Brilliant Attraction" he said "Wonderful and Most Astonishing Exhibition." In agate, even a string of Barnum superlatives did not make a loud noise. On a handbill they did, and on larger bills they shouted.

Barnum appears not to have sought to break into the newspaper agate of the non-display period before the Civil War with display type, nor did he lead in size of newspaper advertisements. When he was running forty-line single-column agate advertisements in New York in the '40's there were retailers and others who were using double-column size with 14-point display lines. Barnum relied upon the regular daily appearance in the amusement column to take care of his newspaper advertising and put his main effort into getting newspaper publicity, in which he succeeded so well partly because he supplied stuff that caused talk, and anything that caused talk was useful to newspaper circulation. News was not so plentiful then, newspaper staffs were meager, and human-interest stories especially were welcome to the young penny journalism. After the Civil War, when display became more common, Barnum used it, and effectively, in his newspaper advertising.

Barnum's service to advertising was in arousing commercial America to the big possibilities of publicity. His great success sold widely the idea of advertising. The error of applying his methods too literally was one which Barnum probably would not have committed had he

THE HISTORY AND DEVELOPMENT OF ADVERTISING

undertaken to advertise something other than amusement. But even these errors were useful to advertising, for they gave the experience from which modified methods developed.

All of Barnum's efforts—news-column publicity, posters, handbills, newspaper advertising, parades and street stunts—he grouped under the one word "Advertising." When he advised merchants in one of his autobiographies to "Advertise, or the chances are the sheriff will do it for you," he, however, meant by means that were open to the merchant and by methods suitable to his business. We are justified by the evidence we have of Barnum's acute advertising sense in saying that if he were alive in 1928 he would know his product, know his public, be conscious of changed conditions, and be the last to suggest an indiscriminate use of the Barnumesque.

CHAPTER XXVI

RAPID EXPANSION IN THE 1850's

"How well dressed everybody is—have you no poor people in America?" exclaimed Jenny Lind as she gazed at the holiday crowd of thirty thousand that greeted her at the dock in 1850.

Jenny Lind's exclamation epitomized the economic state of the United States. It was the beginning of "the golden age." Europe had begun to take really great quantities of our agricultural products, and agriculture was at the billion mark. Manufactures had, for the first time, passed farm products in total value. Farm and factory operation, extensive railroad and telegraph construction, and the building of towns that followed better transportation required so many men that there was a scarcity of labor despite heavy immigration, and none who wanted to work was idle.

The Mexican War had created new interest in the Far West. The epoch-making California gold discovery had fired the imagination and kindled the ambition of the whole people; America was a country that promised wealth to anyone; the poorest immigrant had a chance to become rich. Fortunes were being made quickly in trade and commerce, and the poor boy who became a millionaire was beginning to appear and to inspire others by his example.

Things were being done on a large scale, and the newspapers did not fail to give great undertakings their due. We had found ourselves and begun to be sure we were big. How the newspapers fed this spirit, which was to produce extraordinary enterprise in advertising as well as in other activities, is revealed in an article by Charles A. Dana in the New York Tribune in 1851. In comparing European and American newspapers and newspaper writers he drew a picture of the American journalist which also portrayed the 1850 man in the street for whom the newspaper man wrote:

American journalism . . . is superior in a certain living interest. . . . The American regards nothing with indifference,

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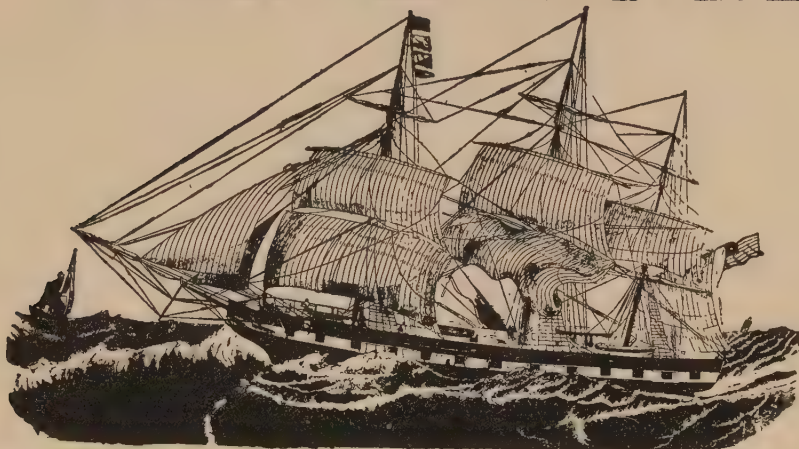
and even where he does not take sides as a partisan, he carries with him a degree of genuine sympathy in the event and its actors which renders him an excellent observer and reporter. He is no dull analyzer, and sees the thing before he attempts to speculate on its philosophy and consequences. He is the most practical of men, and thus his enthusiasm—of which he has a large stock—concentrates itself upon persons and deeds, and makes him almost a part of the occurrence he describes. His element is action, and his method rapidity; his weakness, if he has one, is a too excitable patriotism, and the habit of forever glorifying his country, its institutions, and its people.

Railroad lines reached the Mississippi in 1853. Less than 3,000 miles in 1840 had ten years later become 9,000 and by 1859 had grown to 30,000 miles. Cornelius Vanderbilt and others who had been putting great sums into steamship lines turned to railroad building instead and put vaster sums into that. Greater railroad mileage was later built in the same time, but in no decade since has railroad construction trebled the mileage of the previous decade. Telegraph construction likewise made great strides. Before railroad construction reached 40,000 miles half the population of the country was living west of the Alleghenies.

Without the earlier growth of newspapers which advertising revenue had made possible the rapid expansion in all lines which marked the '50's would not have taken place with the same speed. The golden lure of California, spread by several thousand newspapers, in two years sent two hundred thousand men on a long journey of great hardship and opened up the Far West many years earlier than would have been the case if there had not been the quick and wide dissemination of news a high development of the press made possible. And newspaper support contributed importantly to the swift extension of railroads and to the development of new farms, new towns and new factories which followed.

Invention of machinery and improvements in methods were due in a large measure to the spread of the newspaper among all classes. "Nearly every mechanic in America takes a newspaper," Horace Greeley told the Parliamentary Committee investigating the British newspaper tax in 1851. Asked for his opinion on the educational effect,

FOR
SAN FRANCISCO
CALIFORNIA, DIRECT.



THE FLEETED A 1. NEW CLIPPER SHIP

CAROLINE READ
W. READ, Master.
WILL SAIL IN A FEW DAYS.

She is only 15 months old, built for a Packet, and as she carries no Second Cabin or Steerage Passengers, will proceed direct. She has Patent Ventilators, both on Lower Hold & Between Decks, which makes this Ship desirable for perishable and dry Cargo. Her well earned reputation as a fast sailer warrants the belief that she will arrive at San Francisco as early as any vessel sailing from this port in the month of May.

For balance of Freight or for Cabin Passage, apply to Captain on board, Pier 6, North River, or to

JAMES W. ELWELL. 57 South St.

GEORGE F. NESBITT, Stationer and Printer, cor. Wall and Water Sts.

A POSTER OF THE GOLD RUSH DAYS

This black and red bill, 23 x 36 inches, offered New Yorkers of 1850 an opportunity to go to the scene of the great gold discovery via Cape Horn. (Reproduced by courtesy of Mr. Stanley Resor of the J. Walter Thompson Company.)

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and for some concrete example of the economic value of newspaper reading by mechanics, he said: "I think the capacity to invent or to improve a machine, for instance, is very greatly aided by newspaper reading—by the education afforded by newspapers." Velocity of growth in the number of patents issued at Washington appears to have followed the rate of expansion in number of newspapers and in newspaper circulation in the United States: Three hundred patents were issued during the ten years 1790–1800; 6,000 between 1840 and 1850; 33,000 between 1850 and 1860.

Newspaper support to the development of communications at once had beneficial effect on the newspaper business itself. Beginning in the 1840's the use of the telegraph gave newspapers a new reader interest, the line "By Telegraph" appearing over many of their dispatches. The fact that the matter had come over this marvel alone made it interesting. That the mode of transmission was chosen for the heading in preference to the subject of the dispatch indicates the importance attached to news that came by telegraph and the value of it to the paper, proved by continuance for some twenty years of the practice of strongly featuring the line "By Telegraph." As early as 1851 five New York papers together were spending \$100,000 a year on telegraph tolls.


Much of the rise in circulation was due to the new facility of distribution afforded by railroads. In the 1850's 40 per cent. of the circulation of metropolitan papers was in the country. The \$2-a-year weeklies which New York dailies issued reached a circulation of 100,000 and more, compared with 25,000 for the daily, and probably three quarters of this weekly distribution was carried by the railroads. Reports of the Postmaster General give a quick picture of the expansion which took place: In 1840 mails were carried 3,889,000 miles by railroads and steamboats; in 1859 the figure was 31,838,000 miles.

The influence of newspapers on extension of communications and the influence of better communications for new growth in the press furnish an example of the reciprocal action of advertising and other developmental forces. Newspapers encouraged rail extensions and by this helped all business, obtaining for themselves increased circulation and more advertising; increased demand created by advertising

HOE'S "LIGHTNING PRESS" ACCELERATES PROGRESS

Is Your Life Insured

The New York Life Insurance Co.



CAPITAL \$900,000

MORRIS FRANKLIN PRES^t J. L. CREW, AGENT
54 State St. Albany, N.Y. PLINY FREEMAN, ACTUARY

AS LIFE INSURANCE WAS ADVERTISED IN 1854

gave birth to new business enterprises, more employment, more money for purchases, and renewed expansion all around the circle of agriculture, trade, manufacture, advertising and communications.

Some 3,000 publications in 1850 included 2,300 weekly newspapers, 200 daily papers, and 500 periodicals devoted to religious, literary, agricultural and scientific subjects. Circulation of the dailies was estimated at 1,000,000 copies per day. In New York there were 15 dailies; in Boston, 12; in Philadelphia, 10; in New Orleans, 10; in Baltimore, 6. Chicago, Pittsburgh, Buffalo, Troy, Syracuse and other cities had from 2 to 5.

In the larger cities circulation was helped by better mechanical facilities. Newspapers that could afford it had quickly taken advantage of Hoe's new invention of the "lightning press," the first rotary machine, which turned out up to 18,000 impressions an hour as against 3,000 by the flat-bed. In this new press the type forms were fastened to a revolving cylinder (stereotyping did not arrive until 1861). The rotary press enabled the papers to go to eight pages. It also made it possible to get in the midnight news and still deliver the paper on the doorstep at 5 or 6 A. M.

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Illustrations in advertisements had disappeared almost entirely from the penny papers by 1850, though the six-cent business papers continued to use ships, houses and other thumbnail identification cuts. Necessity for wetting the paper to get good type impression, and other conflict between type-matter requirements and the needs of cuts, made illustrations too troublesome for the paper of large circulation, and then, too, there was the rule of some of the penny papers which required uniformity in typography and no special display by one advertiser to the detriment of another.

In the New York business papers there were a growing number of display cards. In the Boston Herald the Oak Hall Clothing Bazaar and one or two other retailers were using display type up to 36-point in deep single-column advertisements, and the Herald had a profusion of cuts of safes, household articles and other objects offered for sale. In other cities there also were exceptions to the "agate only" requirement, as, for instance, in the Chicago Democrat-Chronicle, whose columns were a mixture of agate and display. But the popular papers as a rule continued the ban on large type, holding rigidly to the classified agate with two-line initial.

Advertisements were short, thirty lines being a long one, and the effort still was to get many small advertisements rather than fewer and larger ones. The penny paper was bought for its advertisements as well as for its news, and numerousness, variety and freshness in advertisements were desired. The New York Herald regarded new copy as so important that it endeavored to get a daily change, and in a top corner of each page ran a display line, "Advertisements Renewed Every Day," for the reader interest and circulation value it believed newness in advertisements to have.

Volume of advertising grew by leaps and bounds in this golden



THE OCCASIONAL ILLUSTRATION IN THE
1850's

Picture of a laundering operation made easy by
Doty's Clothes Wringer.

BRADY'S GALLERY.—
PHOTOGRAPHS, AMBROTYPES
AND DAGUERREOTYPES.
369 BROADWAY.

There are valid reasons why the Ambrotype should be preferred by those who desire an immediate and an inexpensive Picture:— It possesses the merit of being imperishable. So long as the plate is kept in a safe, it stands ready to be viewed by the eye from the expression of vacuity sometimes witnessed in other pictures. I believe, that the artist, by his delineation of a substance upon an etched glass plate, is not so much taken upon as in painting, and the surface presented to the eye is not so much liable to the influence from the atmosphere as the glass painting.

FRADY'S GALLERY.

transparent, the single picture
is transformable into two, giv-
ing different views of the face,
and each perfect. One view
may be colored, leaving the
other an exquisite Mezzotint,
presenting the novelty of
two distinct portraits in

E. The Ambrottype has
erected a despo-
sition in the pro-
duction of por-
traits of infants.
It is difficult to form-
ulate this branch of
rapid action of the
medium, defers, resi-
tance and portrays the in-
fant and the adult with
firm certainty,
large groups are also
taken with the uti-

BRASS GALLERY:

[illegible]

Photographs of every style and size, superior to any other available, may be obtained at this gallery. Several important improvements have recently been added.
The collection of distinguished portraits is unrivalled in this country.
239 Broadway, over Thompson's.

THE HOLIDAYS ARE COMING.

[illegible]

EVANS' EXTENSIVE CLOTHING WAREHOUSE,
66 and 68 Fulton street,
Between Gold and Cliff streets.

The amount of overcoats, between coat and suit dresses,
Cheap and fine dress frock coats,
Cheap and rich velvet vests,
Cheap and fine cassimere pants,
Handsome black and blue tunicacs. No
one man in a hundred fails to fitted and suited, in every re-
spect; for as regards price, Evans flatters himself that he can
and does undersell every other clothier in the city of New
York. For instance

Handsome black Raglans and surtouts.....	\$10	to	\$10
Beautiful heavier surtouts and Raglans.....	\$10	to	20
Excellent pilot overcoats.....	6	to	10
Petersham overcoats.....	4	to	10
Canada gray overcoats.....			6
Handsome and florid.....			10
Whirlpool kerseymers, mixed beavers, &c.....	5	to	15
Black fancy cloth frocks, well made and trimmed.....	5	to	10
The finest custom made dress frocks.....	14	to	20
Black doekins, cloth and tunicacs.....	2	to	5
Over 1000 fancy cassimere pants.....	1	to	6
Rich more antique silk vests.....			3
Three thousand velvet vests.....	2	to	5
Cloth, cassimere and other vests.....	1	to	15
Black and blue tunicacs.....			12
Cassimere business coats.....	3	to	15

CLOTHING FOR THE HOLIDAYS.
Clothing for the holidays.

GETTING AROUND JAMES GORDON BENNETT'S "AGATE ONLY" RULE IN 1856

Stunts by advertisers in their efforts to obtain display and novelty. This probably was the origin of the built-up type which later became a characteristic of the New York Herald.

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age period. In the New York Tribune, which had taken the lead in volume, the amount of advertising more than doubled between October, 1849, and the same month of the following year. In the latter month the Tribune was running twenty-two columns of advertising in the forty-eight column, eight-page paper. The sole advertiser under the classification "Telegraph" was the owner of a "magnetic medical treatment" who used the interest attached to the new wonder of science to lure readers into his advertisement. This medicine man's trick is an example of the devices advertisers resorted to in their efforts to get attention among the mass of uniform agate.

In the half-dozen six- to twenty-line advertisements classified under "Dry Goods" were both wholesale and retail announcements, forcing the retailer to begin his advertisement with the words "At Retail." With rare exceptions, newspapers of the period appear to have made no special effort to develop dry-goods advertising. A dozen coal dealers were advertising and were having difficulty convincing people that the anthracite coal, which railroad extension in Pennsylvania was now bringing in quantity, would burn. Resort advertising appeared under the heading "Water Cure."

Notices of religious meetings were beginning to show volume and were regarded as a promising field. In the New York Tribune they were given place in column 1 of page 1. They were six to ten lines long and were inserted at the flat rate of twenty-five cents.

When Horace Greeley launched the Tribune in 1841 he believed the religious revival then already in progress would support a newspaper edited for the religiously inclined. He announced that "the immoral and degrading police reports and other matter which have been allowed to disgrace the columns of our leading penny papers will be carefully excluded and no exertion spared to render the Tribune worthy of the hearty approval of the virtuous and refined." That policy was soon modified by the necessity for stating facts in the Tribune's crusades on the immoralities of the large city. A later attempt, in 1859, to make the Sun a religious newspaper by featuring the religious and excluding crime stories failed after an expensive year. Religious journalism eventually found its place in the nondenominational and denominational weeklies, already existing and presently

"AGATE ONLY" DRIVES ADVERTISERS TO STUNTS

numerous, and, through several generations, popular mediums for advertising.

Newspaper pages of the early 1850's show occasional signs of effort by advertisers to overcome the handicap of a uniform physical form demanded by publishers. The New York Herald was especially insistent upon adherence to rules following its let-down for a time in the previous decade and its decision then that no advertiser should have any advantage over another except what he got from longer, fresher or better copy. One stunt that passed Mr. Bennett's censorship, and is interesting because of a later characteristic peculiar to the Herald, was the forming of shapes with agate type. Brady's Gallery, which offered a service in "photographs, ambrotypes and daguerreotypes," made up its message in agate but formed the small type into one-inch numerals, 359, which represented its address on Fifth Avenue. These one-inch numerals, one under the other in forty lines of single-column space, with white on both sides, made a unique display. A furrier, Evans, took up the idea and worked out a New Year's message. Under the caption, "New Year's, the Great Gala Day, Is Nigh," he built his agate message in the shape of a spired church. Such advertisements were of course extremely hard to read, but attracted attention by their uniqueness. A generation later, under James Gordon Bennett, Jr., the advertising columns of the Herald were given distinction with a special advertising type which was made up of small letters that formed larger ones. That outstanding feature of the Herald's physical appearance during the last quarter of the nineteenth and into the twentieth century may have been first suggested by the photographer's advertisement of 1856.

CHAPTER XXVII

AGATE HANDICAP OVERCOME BY BONNER

“Agate and no display” was the status of American newspaper display when Robert Bonner enters the history of advertising. Bonner had been a compositor on the Hartford Courant and assistant foreman of the New York Mirror. In the Mirror office he had shown a skill in typography which got him the composition work for several small publications when he opened a shop of his own. Among these was the Merchants’ Ledger, a wholesale price current with about 3,000 circulation, and claiming 42,000, in the files of which for 1848 we find a variety and taste in typography much superior to the work done in display cards in the other business papers. In 1851 Bonner bought the Merchants’ Ledger and gradually turned it from a purely business sheet into a family story paper, changing the name to the New York Ledger.

Like other literary publications of the day, the New York Ledger took no advertising, and it was not in the Ledger that Bonner made advertising history. What Bonner did for advertising in the Ledger itself was to give fuller recognition to woman interests, which helped develop the reading habit among women for the benefit of future advertisers. His great service to advertising was performed as an advertiser of his publication. As an advertiser he broke down the newspaper bars against display and demonstrated to publishers of the penny papers that their rules had been a mistake and that there was more revenue for them in permitting a greater latitude. The examples he set in expenditure, and in copy and typography, resulted in a bigger idea of the uses of newspaper advertising. His own reward was a circulation of 400,000 for the New York Ledger, a stupendous figure in those days, and a fortune of several million dollars. The Ledger sold at four cents a copy. Most of its circulation was through newsdealers and brought cash.

ROBERT BONNER'S "MOVIE SALARY" IDEA OF 1856

In 1856, when the Ledger had definitely become a weekly periodical devoted to "choice literature and romance," Bonner paid Fanny Fern, a popular writer of the day, \$100 a column for a ten-column fiction story and then spent his last dollar advertising in the newspapers that he had paid this unheard-of price for the coming bit of fiction. Advertising of the \$100-a-column romance made the Ledger the subject of talk everywhere and caused a big jump in circulation.

In the years that followed came other and bigger sensations: \$30,000 to Henry Ward Beecher for his novel "Norwood," \$5,000 to Tennyson for a short poem, and \$5,000 to Charles Dickens for a short story. Bonner purchased numberless stories and articles on various subjects from prominent persons of the day—statesmen, clergymen, college presidents, newspaper editors—to all of which added importance was given by the extraordinary prices paid.

Without advertising, these literary productions would have left the Ledger comparatively unknown to fame. The high prices were paid not because Bonner thought the manuscripts intrinsically worth the price, but because the sensational price provided advertising material. Barnum with high-priced Jenny Lind, and Bonner with his high-priced authors, supplied an idea that publishers and theatrical managers ever since have been using to good effect.

Bonner's originality rebelled against newspaper rules that limited his advertising activities, and he set his mind to work to get around them. His interest in typography had led him to study many newspapers, including those published in London. In the solid pages of short agate advertisements in the London Times he had noted how the eye was caught by repetition in the auctioneers' advertisements. The auctioneer, instead of making one long advertisement, would split his message into separate announcements and run a series of advertisements of equal length down a column, each starting with the same two-line initial and the same phrase in capital letters, "DANIEL SMITH & SONS WILL SELL AT AUCTION." Repetition of the two-line "D" and the capped phrase some twenty times down a column gave that column an appearance so different from the columns of miscellaneous small advertisements on the same page that the auctioneer's announcements instantly caught the eye. Similarly, two columns of twenty-line items each beginning, "PURSUANT TO THE DECREE

D OBT THE NEW YORK

[illegible][illegible]

[238]

Teas and Coffees.

NO ADVANCE

In Retail Price of

TEAS AND COFFEES.

THE GREAT AMERICAN TEA CO.,

on due consideration, have come to the conclusion
NOT TO ADVANCE THE PRICE

of their

TEAS AND COFFEES,

notwithstanding there has been a great "ring" movement among speculators, jobbers and importers to advance the prices in these necessities of life.

As the Company have an enormous stock of Teas and Coffees on hand, they are in hopes to be able to maintain their old standard of prices, and thus defeat in a measure this movement. Consumers of these articles of prime necessity will see that by patronizing this Company they not only serve their own interest but contribute to break down this attempted monopoly.

The Company have leased extensive warehouses in the most central locations, and fitted them up in a style of

ORIENTAL SPLENDOR,

very far surpassing anything ever before known in this country. It has been the aim of the Company to select localities that cannot fail to converse all sections of the metropolis and surrounding cities. The prices being uniform, customers can select either of our stores mentioned below, as may best accommodate them. By examining our list of prices, customers of Teas and Coffees will see that they have been PAYING ENORMOUS PROFITS.

The Company continue to sell at the following prices:

ENGLISH BREAKFAST, 50c., 60c., 70c., 80c., 90c., \$1.

\$1 10, best \$1 20 per pound.

GREEN TEAS, 50c., 60c., 70c., 80c., 90c., \$1, \$1 10.

best \$1 25 per pound.

YOUNG HYSON, 50c., 60c., 70c., 80c., 90c., \$1, \$1 10, best

\$1 25 per pound.

COLOGNE, 40c., 50c., 60c., 70c., 80c., best \$1 per pound.

UNCOLORED JAPAN, \$1, \$1 10, best \$1 25 per pound.

MIXED, 40c., 50c., 60c., 70c., 80c., 90c., best \$1 per pound.

IMPERIAL and GUNPOWDER, best \$1 25 per pound.

These Teas are chosen for their intrinsic worth, keeping in

mind, health, economy, and a high degree of pleasure in drinking them.

COFFEES ROASTED AND GROUND DAILY.

GROUND COFFEE, 20c., 30c., 40c., best 40c. per pound.

Hotels, Saloons, Boarding-Houseskeepers and Families, who

use large quantities of Coffee, can economize in that article,

by using our FRENCH BREAKFAST and DINNER COFFEE,

which we sell at the low price of 30 cents per pound,

and warranted to give perfect satisfaction.

CONSUMERS CAN SAVE FROM 50c. TO \$1 PER

POUND

BY PURCHASING THEIR TEAS OF THE

GREAT AMERICAN TEA CO.,

No. 31 and 33 VESEY-ST., corner Church-st.,

No. 640 BROADWAY, corner Bleeker-st.,

No. 503 EIGHTH-AVE., near Thirty-seventh-st.,

No. 305 FULTON-ST., Brooklyn, corner Concord-st.

Country Clubs, Manufacturing Establishments, Private

Families, Head and Wagon Peddlers, &c., &c., can send their

orders to Nos. 31 and 33 Vesey-st., and have them filled at the

above prices.

We thank those who have taken an interest in getting up

clubs in country towns.

We warrant all goods sold by us to give perfect satisfaction,

and if not satisfactory the whole, or any part, can be returned

and we will refund the money and pay all expenses of freight,

&c., both ways.

WHOLESALE DEPARTMENT

OF THE

GREAT AMERICAN TEA COMPANY,

No. 35 AND 37 VESEY-ST.,

where all their Teas are sold at cargo prices in quantities to

suit the country and city trade.

We issue a Monthly Price List. All buyers of Teas should

examine it before making their purchases.

NO ADVANCE

Teas and Coffees.

NO ADVANCE

In Retail Price of

TEAS AND COFFEES.

THE GREAT AMERICAN TEA CO.,

on due consideration, have come to the conclusion
NOT TO ADVANCE THE PRICE

of their

TEAS AND COFFEES.

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As the Company have an enormous stock of Teas and Coffees on hand, they are in hopes to be able to maintain their old standard of prices, and thus defeat in a measure this movement. Consumers of these articles of prime necessity will see that by patronizing this Company they not only serve their own interest but contribute to break down this attempted monopoly.

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ORIENTAL SPLENDOR,

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ENGLISH BREAKFAST, 50c., 60c., 70c., 80c., 90c., \$1.

\$1 10, best \$1 20 per pound.

GREEN TEAS, 50c., 60c., 70c., 80c., 90c., \$1, \$1 10, best

\$1 25 per pound.

YOUNG HYSON, 50c., 60c., 70c., 80c., 90c., \$1, \$1 10, best

\$1 25 per pound.

COLOGNE, 40c., 50c., 60c., 70c., 80c., best \$1 per pound.

UNCOLORED JAPAN, \$1, \$1 10, best \$1 25 per pound.

MIXED, 40c., 50c., 60c., 70c., 80c., 90c., best \$1 per pound.

IMPERIAL and GUNPOWDER, best \$1 25 per pound.

These Teas are chosen for their intrinsic worth, keeping in

mind, health, economy, and a high degree of pleasure in drinking them.

COFFEES ROASTED AND GROUND DAILY.

GROUND COFFEE, 20c., 30c., 40c., best 40c. per pound.

Hotels, Saloons, Boarding-Houseskeepers and Families, who

use large quantities of Coffee, can economize in that article,

by using our FRENCH BREAKFAST and DINNER COFFEE,

which we sell at the low price of 30 cents per pound,

and warranted to give perfect satisfaction.

CONSUMERS CAN SAVE FROM 50c. TO \$1 PER

POUND

BY PURCHASING THEIR TEAS OF THE

GREAT AMERICAN TEA CO.,

No. 31 and 33 VESEY-ST., corner Church-st.,

No. 640 BROADWAY, corner Bleeker-st.,

No. 503 EIGHTH-AVE., near Thirty-seventh-st.,

No. 305 FULTON-ST., Brooklyn, corner Concord-st.

Country Clubs, Manufacturing Establishments, Private

Families, Head and Wagon Peddlers, &c., &c., can send their

orders to Nos. 31 and 33 Vesey-st., and have them filled at the

above prices.

We thank those who have taken an interest in getting up

clubs in country towns.

We warrant all goods sold by us to give perfect satisfaction,

and if not satisfactory the whole, or any part, can be returned

and we will refund the money and pay all expenses of freight,

&c., both ways.

WHOLESALE DEPARTMENT

OF THE

GREAT AMERICAN TEA COMPANY,

No. 35 AND 37 VESEY-ST.,

where all their Teas are sold at cargo prices in quantities to

suit the country and city trade.

We issue a Monthly Price List. All buyers of Teas should

examine it before making their purchases.

NO ADVANCE

Teas and Coffees.

NO ADVANCE

In Retail Price of

TEAS AND COFFEES.

THE GREAT AMERICAN TEA CO.,

on due consideration, have come to the conclusion
NOT TO ADVANCE THE PRICE

of their

TEAS AND COFFEES;

notwithstanding there has been a great "ring" movement among speculators, jobbers and importers to advance the prices in these necessities of life.

As the Company have an enormous stock of Teas and Coffees on hand, they are in hopes to be able to maintain their old standard of prices, and thus defeat in a measure this movement. Consumers of these articles of prime necessity will see that by patronizing this Company they not only serve their own interest but contribute to break down this attempted monopoly.

The Company have leased extensive warehouses in the most central locations, and fitted them up in a style of

ORIENTAL SPLENDOR,

very far surpassing anything ever before known in this country. It has been the aim of the Company to select localities that cannot fail to converse all sections of the metropolis and surrounding cities. The prices being uniform, customers can select either of our stores mentioned below, as may best accommodate them. By examining our list of prices, customers of Teas and Coffees will see that they have been PAYING ENORMOUS PROFITS.

The Company continue to sell at the following prices:

ENGLISH BREAKFAST, 50c., 60c., 70c., 80c., 90c., \$1.

\$1 10, best \$1 20 per pound.

GREEN TEAS, 50c., 60c., 70c., 80c., 90c., \$1, \$1 10, best

\$1 25 per pound.

YOUNG HYSON, 50c., 60c., 70c., 80c., 90c., \$1, \$1 10, best

\$1 25 per pound.

COLOGNE, 40c., 50c., 60c., 70c., 80c., best \$1 per pound.

UNCOLORED JAPAN, \$1, \$1 10, best \$1 25 per pound.

MIXED, 40c., 50c., 60c., 70c., 80c., 90c., best \$1 per pound.

IMPERIAL and GUNPOWDER, best \$1 25 per pound.

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mind, health, economy, and a high degree of pleasure in drinking them.

COFFEES ROASTED AND GROUND DAILY.

GROUND COFFEE, 20c., 30c., 40c., best 40c. per pound.

Hotels, Saloons, Boarding-Houseskeepers and Families, who

use large quantities of Coffee, can economize in that article,

by using our FRENCH BREAKFAST and DINNER COFFEE,

which we sell at the low price of 30 cents per pound,

and warranted to give perfect satisfaction.

CONSUMERS CAN SAVE FROM 50c. TO \$1 PER

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BY PURCHASING THEIR TEAS OF THE

GREAT AMERICAN TEA CO.,

No. 31 and 33 VESEY-ST., corner Church-st.,

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No. 503 EIGHTH-AVE., near Thirty-seventh-st.,

No. 305 FULTON-ST., Brooklyn, corner Concord-st.

Country Clubs, Manufacturing Establishments, Private

Families, Head and Wagon Peddlers, &c., &c., can send their

orders to Nos. 31 and 33 Vesey-st., and have them filled at the

above prices.

We thank those who have taken an interest in getting up

clubs in country towns.

We warrant all goods sold by us to give perfect satisfaction,

and if not satisfactory the whole, or any part, can be returned

and we will refund the money and pay all expenses of freight,

&c., both ways.

WHOLESALE DEPARTMENT

OF THE

GREAT AMERICAN TEA COMPANY,

No. 35 AND 37 VESEY-ST.,

where all their Teas are sold at cargo prices in quantities to

suit the country and city trade.

We issue a Monthly Price List. All buyers of Teas should

examine it before making their purchases.

NO ADVANCE

A VARIATION OF THE BONNER ITERATION IDEA

One advertisement repeated twelve times to fill a page. Tops of three of the six columns are reproduced.
(New York Tribune, October 21, 1865.)

THE HISTORY AND DEVELOPMENT OF ADVERTISING

OF THE HIGH COURT IN CHANCERY," would be sure to be the first to come into the eye when the reader opened his paper at the page on which they appeared.

Bonner had attempted to advertise in display type but had been refused space for such advertisements. Recalling the attention value of the repeated phrase in the London papers he wrote ninety-three advertisements in the want-ad style required by the penny papers, all alike:

ORION, THE GOLD BEATER is the title of Cobb's sensation story in the New York Ledger

and filled a column with them. Nobody who read the New York Herald that morning missed the Ledger advertisement. Many discussed the lavishness of the Ledger's advertising—ninety-three advertisements, all the same, in one column. Bennett protested to Bonner against his "trick." Bonner asked how he could change his advertising to meet the rules. Bennett declined to make any suggestion except that the Ledger avoid display that was unfair to the many small advertisers in the Herald. Whereupon Bonner took a single phrase and repeated it all run in until it filled a column. This pillar of type was even more prominent in the page than the paragraph repetition had been. Mr. Bennett threw up his hands and guessed Mr. Bonner had better be let alone so long as he kept in agate type.

From ninety-three-time repetition of a phrase in a single column Bonner went into two columns with iteration and then to a whole page of repetition of a single thought, involving the iteration some six hundred times of a single message such as "See the New York Ledger with Cobb's new story," or, "Don't go home to-night without the New York Ledger." Suggestive of hysterics was the repetition of lines like "Let the news go forth that the New York Ledger is out," "Let the news go forth that the New York Ledger is out." Then there would be an acrostic formed by the two-line initial of each advertisement, the message in the first column taking an "L," the second column "E," and through six columns until the whole formed "L-E-D-G-E-R." The 14-point letter was, however, not large enough to tie the initials together through a column width of type, and it was necessary to run the line "Acrostic" in agate caps over each column lest the reader miss the idea.

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William Devine,
Isaac Hazlehurst,
R. Bunde Smith,
M. W. Baldwin,
D. B. Cuiammins,
Jno. C. Cresson.

Isaac F. Baker,
John Ashhurst,
Fredk. Fraily,
Benj. Gerhard,
Jos. S. Lewis,
Geo. Roberts Smith.

SAMUEL C. HENSZEY, Treasurer.
Special Deposits received. m410 drs

SAVING FUND—UNITED STATES
TRUST COMPANY, Cor Third and Chestnut streets
INTEREST FIVE PER CENT.
S. R. CRAWFORD, President.

JAS. R. HUNTER, Secretary and Treasurer.
Office hours from 10 until 3 o'clock.
This Company is not joined in any application to the
Legislature. m1

Summer Resorts.

SEA BATHING.
NATIONAL HOTEL.

Long Branch, New Jersey. This House will be ready to
accommodate guests early in May. Persons desirous of
sojourning at the seaside can make satisfactory arrange-
ments, by letter or personal application, with the proprie-
tor, D. P. Peters, at the Hotel.

This House has been rebuilt and furnished the past sea-
son, and will accommodate five hundred guests; the
rooms and halls are large, airy and high ceilings. Parlor
and dining room the largest upon the shore. Hotel
lit with gas. Bar stocked with the choicest
wines and cigars. Billiard rooms, ten-pin alleys
and stable all upon the premises, with a large
lawn front and rear, and being situated so as to command
a fine view of the ocean and country, and at no time to be
annoyed by the dust of the roads. Having engaged J.
Lugman as head waiter, he having selected the choicest of
help from Philadelphia and New York.

My table will be supplied with the choicest the market
affords.

In fact, the Hotel shall be kept in every respect, first-
class. The ground for bathing, in front, is pronounced to
be the best upon the shore. Pleasure seekers are particu-
larly requested to visit the National before locating else-
where. You will find the omnibus at the depot upon the
arrival of each train. Passengers from Philadelphia take
the Camden and Amboy Railroad to Freehold, at 6 and 2
o'clock. From New York, boats leave Robinson street
wharf several times per day. See papers.

I have a band of music engaged for the benefit of the
guests. They play every night in the large pavilion, free of
charge, where all are invited. D. P. PETERS,
Proprietor. ap4 thm 3m

EPHATA MOUNTAIN SPRINGS,

Lancaster County, Pennsylvania. Hon. Joseph Kon-
igsmacher, the late Proprietor of this favorite summer
resort, having lately died, the subscribers, Executors of
his will, have leased the establishment for the coming
season to COM S. SLAYMAKER, who has been an assis-
tant at this place for the last six years, and, we believe,
favorably known to all the visitors. Thanking the patrons
of the place and the public generally for the liberal patro-
nage heretofore extended to the late Proprietor, they re-
spectfully solicit a continuance of the same to his worthy
successor. ADAM KONIGSMACHER,
WM. CARPENTER,
Executors.

Having leased the above named place, and engaged Mr.
H. H. REINHARD, who has been an assistant at the
Springs for some years, the undersigned will open for
visitors the 1st day of June, 1861, and hopes that his own,
as well as Mr. Reinhard's, long connection with the
Springs, together with his determination to conduct
them in every department, in their usual popular way,
and, as near as possible, with the same accommodating
services, will be a guarantee to the patrons of the place,
as well as the public generally, that the Springs will
maintain their continued patronage.

For further particulars and circulars, please call on
JOS. R. MYERS, corner Third and Vine streets,
or F. REINHARD, at the Union Hotel, ARCH street, till
June 1st, or address COM S. SLAYMAKER,
Ephrata P. O.,
Lancaster County, Penna.

ap20 18t

CRITS AND HOMINY—100 BARRELS
and Bags, just received and for sale by JOSEPH B.
BUSSIER & CO., 108 and 110 S. Delaware m412

security. Apply to ISAAC ROBERTS, No 233 S. Third
street, second story; or direct to him at Norristown, Pa.
Board in a private family can be obtained, with a pleas-
ant chamber, by a gentleman and wife, within two
squares of the Court House in Norristown, Pa., by apply-
ing as above. ap20

Family Groceries.

PARMANSAN CHEESE—JUST RECEIVED
and for sale by THOMPSON BLACK & SON, corner
of Broad and Chestnut sts. ap24

NEWBOLD HAMS.—THE GENUINE ORIGI-
nal Newbold Jersey Hams, for sale by SIMON COL-
TON & SON, Broad and Walnut. ap24

NEW BURLINGTON HERRING—Just
received and for sale by SIMON COLTON & SON,
S. W. corner Broad and Walnut. ap18

DUNFISH.—EXTRA DUNFISH, JUST RE-
ceived and for sale by THOMPSON BLACK & SON,
Broad and Chestnut streets. m41

NAPLES MACARONI.—JUST RECEIVED,
a few cases Naples Macaroni, which is superior to
any other kind. For sale by SIMON COLTON & SON,
S. W. corner Broad and Walnut. ap24

SCOTCH ALE.—YOUNGER'S EDINBURG
Ale, in fine order, in pint stone jugs, just received and
for sale by THOMPSON BLACK & SON, corner of Broad
and Chestnut streets. ap24

JERSEY LEAF LARD.—JERSEY LEAF
Lard, of extra fine quality, for family use, in neat
25 lb packages, for sale by SIMON COLTON & SON, S.
W. cor. Broad and Walnut. ap18

CANTON GINGER.—CANTON GINGER, OF
prime quality, for sale at greatly reduced prices. One
dollar per jar. SIMON COLTON & SON, S. W. corner
Broad and Walnut. ap18

FINE POWCHONG TEA.—EXTRA FINE
Chulaz Powchong Tea, new crop. Just received and
for sale by THOMPSON BLACK & SON, Broad and
Chestnut streets. ap11

PARED PEACHES.—VIRGINIA PARED
Peaches, of extra fine quality, just received and for
sale by SIMON COLTON & SON, S. W. corner Broad and
Walnut. ap6

POTTED MEATS, &c.—POTTED GAME,
Tongue, Shrimp, Strasbourg Meats and Anchovy
Paste. Just received and for sale by SIMON COLTON &
SON, S. W. corner Broad and Walnut. ap6

NEW TEAS.—JUST RECEIVED A SUPPLY
of very fine Family Oolong Tea, at 50 cents per
pound at retail, and 45 cents by the half chest. Also,
some of the very best Oolong imported, at one dollar per
pound. For sale by SIMON COLTON & SON, Broad and
Walnut. ap22

HAMS AND SHOULDERERS IN SALT.—
—361 cases just received via Pittsburg. For sale by
MERCEER & ANTELO, S. Wharves and Water st. m33 3t

OLD CROP RICE—5000 DRUMS OLD
crop superior quality, nearly equal to new, for sale
by J. B. BUSSIER & CO., Nos. 108 and 110 S. Wharves.

BOLOGNA SAUSAGES—1000 POUNDS
Bologna quality, for sale by J. B. BUSSIER & CO., Nos.
108 and 110 S. Wharves. ap25-

ORANGES—500 PRIMA PRIMA MESSINA
and Palermo Oranges, for sale by J. B. BUSSIER &
CO., Nos. 108 and 110 S. Wharves. ap25

HAZARD POWDER COMPANY.—THE
undersigned are Agents for this superior article of
Gunpowder, and offer to the trade all the various grades
on accommodating terms. COCHRAN & BUSSELL, No.
108 N. Wharves and No. 127 N. Water street. m41-

RESORT AND FOOD ADVERTISING IN 1861

Legal-notice style in seashore hotel announcements. The gunpowder advertisement under "Family Groceries" is a sample of carelessness in classification that was so common up to the 1870's. (From a Philadelphia daily, April 26, 1861.)

THE HISTORY AND DEVELOPMENT OF ADVERTISING

Bonner was the first big advertiser, the first to run a full page, the first to expend as high as \$27,000 a week for advertising, and the first outside the patent-medicine men to invest \$150,000 a year in newspaper advertising. At times his friends were greatly concerned about his large expenditures and their possible effect on his finances. It is related that on the day that four full pages of Ledger advertising appeared in a single issue of the New York Herald the pastor of Bonner's church could scarcely eat his breakfast, so full of anxiety was he over the recklessness of his friend. He hurried to Bonner's office and asked the publisher what the four pages had cost him. When Bonner smilingly replied, "Two thousand dollars," the clergyman wiped his forehead and exclaimed: "Two thousand dollars! T-w-o t-h-o-u-s-a-n-d d-o-l-l-a-r-s! Mr. Bonner, I have called upon you as a friend. This is a terrible waste of money. Would not an ordinary advertisement like that" (pointing to a twenty-line item) "have answered your purpose?"

"If I had used that small space would you have noticed my advertisement?"

"Why, no; possibly not."

"Of course not. And every other reader of the Herald is as astonished as you are and talking about it. That is the secret of advertising. I think you have confirmed my judgment. Those four pages are worth two thousand dollars."

Bonner became well known also as the owner of trotting horses—Dexter, Maud S. and others of national fame—and as a philanthropist. He gave more than a million dollars to charities. His courage and boldness in everything he did were illustrated in 1867, when, after ineffectual efforts to get the authorities of a suburban town to clean up, he advertised his home for sale under the caption, "A Country Seat For Sale Where There is Fever and Ague." "I have heard," read the text, "that people looking for a place to purchase could never find one where they have chills and fever; they always have it a mile or two miles off, but never right there. Now, I offer for sale a curiosity—something rare—the precise and exact spot where the fever and ague is. I will warrant it to be there." Then followed a glowing description of the house and grounds and—"P.S.—The town authorities have begun to make alterations in the street adjoining, and if they drain

BAN ON DISPLAY BEGINS TO BREAK UP

the place as they do the pockets of the land holders, it may become healthy."

Bonner's expenditures and his display methods had an immediate effect on advertising. The sums he paid made newspaper publishers less sure that ban on display and encouragement of small advertisements was the best policy, especially as retailers and others everywhere were taking up the Bonner iteration style and using larger space. The result was a loosening up of stringent rules.

The success of the iteration style inaugurated by Bonner brought in a long run of that kind of copy in both the United States and England. It lasted for more than a generation and led to a great variety of type tricks. The single-phrase repetition was the parent of the advertising slogan, which developed from efforts to obtain a short, striking sentence for iteration. The "Use Sapolio" suggestion that met the eye everywhere in the late decades of the century is traced to the agate iteration phrase of the earlier period.

ESTABLISHED IN 1842
WATERBURY Conn.

SAVINGS BANK — UNION DIME SAVINGS
BANK, 429 CANAL Street, corner of Varick street
 Open daily from 10 A. M. to 2 P. M., and from 5 to 7
 P. M.

From Ten Cents to \$5,000 received on deposit Ten
 cents a day with interest in ten and a half years amounts
 to \$521.15.
 \$201,175.36 was received from 3,074 Depositors during
 last year
 Six per cent interest paid on sums of \$500 and under
 and five per cent on larger sums Interest commences
 July 1st.
 Money to loan on Bond and Mortgage.
 E. V. HAUGHWOUT, Pres
 GARDNER S. CHAPIN, Sec

BANK ADVERTISING IN 1860
 (New York World.)

CHAPTER XXVIII

THE ARRIVAL OF NEWSPAPER DISPLAY

The "dark ages" of typographical display—the long period of agate and insistence upon single-column width by newspapers—ended in the late '60's and early '70's when the popular dailies awoke to the necessity for greater freedom to advertisers in their efforts to get attention in the twelve-page papers. Except for two or three columns of display "cards" in the New York business papers, and an exception here and there among newspapers over the country, the single-column agate had prevailed. Paper shortage, which had cut short Dunlap's development of advertising display in Philadelphia in the last quarter of the eighteenth century, was corrected, but display type failed to come back. When the penny papers entered in the 1830's with their tabloid size they had two reasons for continuing the agate style: their restricted size, and a belief in the circulation value of many small advertisements. The setback of 1790 delayed the evolution of typographical display by seventy-five years.

Bonner's iteration advertising in agate, with its use of white space, helped bring about the awakening. When Bonner's widely imitated style became too common and no longer effective, other means to attention were sought. The value of white space, liberal leading and centered lines had been demonstrated. Larger type and variety in type faces were seen as needs.

Yet, notwithstanding this, large bold display was not extensively used in the United States until near the end of the century although it had been employed in France since the early '50's. Files of *Journal des Débats* show on the back page a mass of bold advertisements of two- and three-column width and even the whole width of the page. Type in *Journal des Débats* in the '50's ran as large as 72-point, a size that no American newspaper font contained. There was variety

FRENCH ORIGIN OF BIG BLACK TYPE DISPLAY

in type faces, and the compositor's work showed a skill in arrangement not attained in American newspapers until several generations had been working with display. From 72-point as the largest size, *Journal des Débats* went to "studhorse" type three inches high, and from quarter-page advertisements to the full-page. It was the placard idea adapted to newspaper space.

Earliest users of this display in Paris were the sellers of pastilles and the lotteries. Then perfumers and makers of other toilet articles, and book and magazine publishers, enlarged their display in the newspapers, using three- and four-column and even greater widths. Chocolate was another early display advertiser in France. The periodical, *Revue Nationale*, used three-quarter-page copy for its announcements in the newspapers as early as 1861. In *Journal des Débats* for January 28, 1867, we find a full-page department store advertisement. In it the *Grand Magasins du Louvre* offers scores of items of house furnishings, each item having a 30-point cap sidehead followed by a description in 12-point lightface. Parisian great stores were the first stores in the world to use full-page space. It was many years after 1867 before an American department store placed advertising in that size.

In the United States, previous to the Civil War, a patent-medicine man or a stove-polish manufacturer whose advertisement included a hand-lettered design occasionally offered evidence that there was type size other than agate. Or a shirt maker might use the agate to build up one-inch letters. But these exceptions were one in a thousand, and how they overcame the penny papers' discouragement of display probably would be a tale of battle in the publisher's office. Reproduction of early display advertisements without date or naming of medium has created an impression that newspaper display was common at a time earlier than the Civil War. Such reproductions are, however, usually from an annual directory or a handbill, or from one of the few papers or magazines that permitted display, and do not represent the typical newspaper advertising of the period.

When display really began to be used regularly in American newspapers bond houses and department stores were the first to employ it. Financial advertisers had already learned its value through use in the business papers. In New York, Macy and Lord & Taylor were pioneers in display soon after the close of the Civil War. Lord & Taylor ap-

MAGASIN DE LA VILLE DE PARIS

ARRIVAGE EXTRAORDINAIRE

DE CREPES DE CHINE ET DE CHALES DES INDES.

La Maison de LA VILLE DE PARIS vient de recevoir une quantité considérable de véritables CRÊPES DE CHINE. Elle a reçu en même temps six caisses de TRÈS BEAUX CACHEMIRES INDIENS, puis, en outre, huit autres caisses également de CHALES DES INDES, longs et carrés, qui viennent d'être mis en vente depuis 200 francs jusqu'à 1,000 francs.

LA VILLE DE PARIS est le seul Magasin qui, par l'importance de ses achats, puisse offrir les articles de l'Inde et de la Chine à des prix aussi avantageux.

CHÉMIN DE FER
DE
PARIS A STRASBOURG.

SECTION
DE

PARIS A CHALONS

OUVERTURE DU SERVICE DES MARCHANDISES A PETITE VITESSE

Le 16 AVRIL 1850, À LA VILLETTE, rue d'Auberwillers, en face la rue Magador.

DE LA VILLETTE A CHALONS.

DE CHALONS A LA VILLETTE.

DEPART	ARRIVÉE	DEPART	ARRIVÉE
La Villette.....	12 h. 15 m. soir.	Châlons.....	12 h. 15 m. soir.
Villeneuve.....	12 h. 15 m. soir.	Châlons.....	12 h. 15 m. soir.
Châlons.....	12 h. 15 m. soir.	Châlons.....	12 h. 15 m. soir.
Lagny.....	12 h. 15 m. soir.	Châlons.....	12 h. 15 m. soir.
Meaux.....	12 h. 15 m. soir.	Châlons.....	12 h. 15 m. soir.
La Ferté-Macé.....	12 h. 15 m. soir.	Châlons.....	12 h. 15 m. soir.

LE SOCIALISME

LA FAMILLE ET LE CRÉDIT.

PAR A. DE MONTY.

HYGIÈNE DES DAMES

TRAITE DE PROTECTOR

CHARBON DE PARIS

TOUS LES JOURS

HYGIÈNE

EAU P. BROCCHEMENT, LUTHER

PARIS A LONDRES

PAR BOULOGNE & FOLASTONE

HYGIÈNE DES DAMES

TRAITE DE PROTECTOR

SAVON DE THRIDACE

SAVON DE THRIDACE

PLUS DE CHEVEUX GRIS

NI CHEVEUX BLANCS

CHATELAIN

CHATELAIN

AVIS

AVIS

MOBILIER

MOBILIER

ODONTINE

ODONTINE

NEURALGIES

NEURALGIES

10,000

10,000

COPIAINE-MECC

COPIAINE-MECC

CAPSULES MOYTES

CAPSULES MOYTES

CAPSULES RAQUIN

CAPSULES RAQUIN

CASINO DE HOMBURG

PRÈS FRANCFORT-SUR-LE-MEIN.

Le CASINO de Hombourg est le seul des établissements de ce genre qui soit situé dans une ville d'Allemagne. Il est ouvert tous les jours, de 10 heures du matin à 10 heures du soir. Les jeux de hasard y sont autorisés, ainsi que les jeux de cartes. Les joueurs peuvent y faire de grandes fortunes. Les prix de la table de jeu sont très élevés. Les joueurs peuvent y faire de grandes fortunes. Les prix de la table de jeu sont très élevés.

FRANCE'S PRIORITY IN BLACK DISPLAY—1850

Back page of Journal des Débats for April 2, 1850, in which type three inches high appeared many years before such sizes were seen in American newspapers.

EXPOSITION PUBLIQUE

LES LUNDI 18, MARDI 19, MERCREDI 20 & JOURS SUIVANTS.

Cette EXPOSITION comptera, nous en avons la certitude, parmi les plus exceptionnelles; car, nous pouvons l'affirmer de nouveau, jamais jusqu'à ce jour une aussi grande quantité de Marchandises, toutes de PREMIER CHOIX et de PREMIERE QUALITE, n'aura été réunie avec PLUS DE SOIN et vendue aussi BON MARCHE.

SOIERIES.

UNE AFFAIRE IMPORTANTE composée de trois genres d'affaires :	
Ponit de soie fond de couleur, rayés et quadrillés, le tout en bonne étoffe	3 75
Taffetas finis blancs, rayés de couleur	5 50
Taffetas grisâtres, rayés et quadrillés	6 75
CHOIX CONSIDÉRABLE de Taffetas et Ponit de soie, fonds de couleur, fonds blancs et grisâtres, dispositions variées, (très qualité)	4 90
Taffetas d'Italie noir fin, d'une fabrication irréprochable, très bonne qualité, largeur de 9 fr., à	5 50
Draps de France noir soie, soie forte pour robes et confections, très belle qualité, larg. 70 c., val. de fr. à	6 75
Cachemire de soie noir velvet, première qualité, ce qui se fait de plus bas, soie forte grosse et à un beau drap, largeur 70 c., valeur de 18 fr., à	12 50
NOTA. — Cet article, fabriqué express pour nous et travaillé par nous	
Maison de Lyon, en l'usage très à désirer	
Un solide hors ligne de Soies grande largeur, composé de : Taffetas et Ponit de soie fantasie nouveau, à	5 50
Molres unies et japonaises, soies riches, à	5 50

FANTAISIE.

Très importante affaire de Taffetas, trame par poil de chèvre, dessins et couleurs parfaitement assortis sans exception de couleurs fines, soie très bonne auant 70 c. de largeur et ne valant pas moins de 1 fr. 45, à

DEUX GRANDES AFFAIRES :	
L'une de Pacha trame par Mohair, grande variété de dispositions quadrillés, chacs, petits grands et petits, impressions sur chaîne, etc.	0 95
L'autre de Mousseline marine grande largeur, très belle, bonne qualité qui ne se vend pas moins de 1 fr. 85	1 35
Taffetas milanais, grand largeur, sous jol. et d'un bon usage, destiné à être vendu 3 fr. 10, à	1 45
Crêpe japonais mi-sole et poil de chèvre, 90 c. de largeur, d'une qualité de 4 fr. 50, à	1 90
Bespah cachemire satin noir, grand largeur, genres riches et nombreux, nouveau de 3 fr. 75, à	1 85
Une belle affaire de Soies, piques avec toutes couleurs, trame par poil de chèvre, soie fine, large et brillante, valant 1 fr., à	1 85

NOTA. — Comme Affaires particulièrement remarquables, nous citerons :

Un Solde de VÉRITABLE LENOS ANGLAIS, par MOHAIR, largeur 70 c., dispositions variées et bien assorties, la plus belle nouveauté de la saison comme qualité, valeur de 3 fr. 50 et 3 fr. 75, à

SULTANES UNIES et BROCHES POMPADOUR, très riches, haute nouveauté de la saison, valeurs généralement 6 fr. 75 et 7 fr. 50, à

LAINGE.	
Alpaga anglais couleurs vives, chape double, la meilleure, le plus beau drap de couleurs qui un puisse offrir, à	1 40
Pure Alpaga noire, qualité première, à	1 40
Alpaga blancs, classe double, à	1 15

MANTEAUX ET CONFECTIONS.

Vestes d'appartement en cachemire toutes nuances, brodées de perles, très jolies, à	12 75
Charmiers Vareuses bretonnes en velours laine et satin, toutes couleurs, articles de 38 fr., à	19 50
Paletots cachemire noir, broché de perles, très soignés, à	24 00
Un très beau choix de grands Paletots et Burnous (Waterproof), tous impeccables, nouveaux colorés, la robe, à	25 00
Manateaux de cachemire noir broché, garnis de guipures	59 00
Un choix considérable de Nouveaux Modèles en ponit de soie première qualité, ce qui se fait de plus riche, nouveautés vendues 200 et 250 fr., à	95 et 135 00
CHALES.	
Une affaire magnifique de Chales brodés riches, garnis d'une guipure de 27 c., à	59 00

BONNETERIE.

Une affaire de Bas fins fins, en très beaux cotons, la douzaine, à	22 50
Un choix considérable de Bas fins, très fins en coton d'Amérique, la douzaine, à	27 00
Deux parties de Bas de coton blanc très fins, la douzaine, à	28 50
Une occasion magnifique de Bas de fil d'Ecosse très fins, la douzaine, à	27 00
Solde de Gants II d'Ecosse et III de Perse, à	85 et 1 40

DENTELLES ET GUIPURES.

Volans guipure, hauteur 30 c., à	3 50
Volans dentelle Lama, dessins riches, hauteur 30 c. à	2 90
Casques et Pèplons, véritable guipure, plus manivels, à	45 00
Corragas et Pinares, nouveaux modèles, véritable guipure, à	12 75

AFFAIRES HORS LIGNE.

Valenciennes, résous raris, dessins variés pour Trousses et Layettes, à	0 40
Valenciennes, résous raris, dessins variés pour Pajamas et Chemises de nuit, hauteur 2 c., à	1 45
Une affaire de Volantes fantasie, haute nouveauté, fonds brodés, bordures Chantilly, à	2 90

LINGERIE.

Chemises, broderies riches, en belle toile de Finesse, à	13 75
Corragas mousseline, col, manchettes et gorge toile, deux-doux brochés et de Chantilly, à	10 50
Corragas mousseline, deux-doux brochés et Valenciennes et deux-doux de leur Chantilly, à	13 50
Une affaire de Chemises russes en percales imprimées de première qualité, à	2 75
Chemises russes en foulard uni, toutes nuances, broderies riches, à	12 75
Talies d'oreillers en très belle toile, brochés et Chantilly broché, à	3 90
Jupons mousseline, avec un haut volant plissé, garnis d'une guipure de Chantilly, à	9 75
Costumes longs et courts avec leur Paletot en très beau tissu, chape et rayé guipures très variées, à	19 75
Percales imprimées, pour Robes, tout ce qui se fait de plus beau, à	0 95

OCCASION DÉTAILLÉE :

ROBES MOUSSELINE IMPRIMÉE, avec leur Paletot et garnitures, haute nouveauté de la saison, à

JUPONS. Jupons courtes en bel éponge soie, perles riches, forment sous-jupes, d'une valeur de 30 fr., à

CRANIELLES, formes nouvelles, en cravates trame pure laine, à

OMBRELLES. Ombrelles taffetas, (très qualité), manchettes riches, à

Ombrelles, point de soie extra, manchettes riches, avec taffetas, à

OCCASION. Une affaire d'Ombrelles dentelle Lama, blanc et noir, et dentelle de soie, val. 25 fr., à

Une affaire d'Ombrelles, dentelle Chantilly, valeurs de 30 fr., à

BLANC DE COTON. Affaire exceptionnelle de Blanches polaires extra pour Chemises, (entrecouilles) cent et se vendent au-dessous de 1 fr. 50, la pièce, à

Affaire très importante de Grands Rideaux guipure, largeur 2^e, 3^e 50 et 4^e, à

Même affaire de Rideaux de vitrage, haut 2^e, 3^e 50 et 4^e, la paire, à

Jupons empire en Mousseline avec volants plissés, la Japon, à

TOILE. Draps de malice non couverts, longueur 3^e 50, largeur 3^e 50, la paire, à

Toile extra fine pour Draps, avec couleur, largeur 1^e 50, simple grande, le mètre, à

Une très belle affaire de Serviettes d'Alma, dessins riches, pour 12 couverts, avec coupe carrée, le service, à

Serviettes damassées pour 12, la douzaine, à

GRAND ASSORTIMENT DE LINGES DE LUTHER TOUT COMPLET.

AMEUBLEMENTS ET TAPIS. Parcs catalans, toutes couleurs, largeur 80 c., à

Affaire exceptionnelle de Parcs Pompadour, (très qualité), largeur 80 c., à

Cravates fortes, grand teint, largeur 80 c., à

Cravates Pompadour, dessins riches, largeur de couleurs, à

Toile de l'Inde, dessins variés, vieux style, article de 3 fr. 50, à

Solde de Tissues indiennes, dessin Sanyra, largeur 1^e 50, à

Tombeoction, soie extra, à

Une affaire de Raps manichés broché soie, sans envers, toutes couleurs, étoffe de 7 fr. 10, à

Moquettes libris d'Aubusson, dessin Sanyra et Louis XV, d'une valeur de 10 fr. 50, à

GANTERIE DE PEAU. Une affaire de Gants de Saxe, à manchettes imprimées, ce qui se fait de meilleur et de plus riche, la douzaine

NOTA. — Toutes ces affaires sont en quantités considérables. Il n'y a donc point à craindre qu'elles soient épuisées dans les premiers jours; ainsi :

Les LENOS ANGLAIS, à 1 fr. 25, ne comptent pas moins de 2,300 pièces (chiffre exact).

Et les ROBES DE MOUSSELINE IMPRIMÉE à 6 fr. 90, pas moins de 6,000 (chiffre exact).

PROBABLY THE WORLD'S FIRST FULL-PAGE DRY-GOODS ADVERTISEMENT

From Journal des Débats, Paris, for March 18, 1867. The first American department store wholesale newspaper advertisement appeared in 1879 and full-pages did not appear in the United States with regularity until 1888.

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peared to be giving more thought to its advertising than most space buyers of that day. This store, and Macy's, led in the break-away from agate in the general newspapers in New York and led also in breaking column rules and going into double-column size, which they did in 1867.

Fifty or sixty lines on single column and seventy-five lines double were the initial sizes in display. The Lord & Taylor message usually was a simple announcement of a specific item or group of items. The most prominent line was a 30-point signature. This was a long step up from the thirty lines of agate which Lord & Taylor, like A. T. Stewart, Arnold Constable, and other stores had been using. When Sapolio began its newspaper advertising early in the 1870's another regular display advertiser was added, and one that used human-interest illustrations where the paper would accept cuts, among its earliest advertisements being the picture of a man pleased with his reflection in the bottom of a pan that had been made clean and shiny as glass with the Sapolio powder.

The first display advertisements in this renaissance were crudely done. Newspaper plants appeared to have no compositors capable of a good set-up, or else were unwilling to give the matter time-taking attention. Rates absorbed the advertising manager's time. The tendency was to make all of the type in an advertisement very bold, with the result that, while the advertisement stood out, it was an inartistic production, with no relief of lighter type between bold lines, no balance, no featuring of anything except the line that was set in the largest size—all of it more or less ragged, messy and unattractive. Tiffany's announcements must have given the art-conscious owners of that store a feeling that something was wanting.

Much better work was being done in the job printing plant, particularly on theatrical bills. The best typographical work that appeared in the newspapers was in the electrotypes that came from the job printing plant to which an advertiser had sent his copy for setting. But it was some time before the newspaper compositors began to follow the models provided by job work. As more attention came to be given the subject the trend was toward gothic type, and this font later became so popular that the '80's and '90's are identified as "the gothic period in display."

Dry Goods.

LADIES' FURNISHING DEPARTMENT.

LADIES' MORNING ROBES, ROBES DE CHAMBRE, WAISTS, EMBROIDERED and PLAIN SKIRTS, CHEMISES, &c.

Also, MISSES' AND BOYS'

Wardrobes, Coats, Blouses, Hats, Caps, Boys' Suits, Waists, Underclothing, Infants' Wardrobes, Bridal Outfits, &c., ready made or made to order.

Particular attention given to all orders in this department.

LORD & TAYLOR,

No. 451 to 467 BROADWAY, corner Grand-st.
Nos. 255, 257, 259 and 261 GRAND-ST.

HOSIERY.—New Styles for Ladies, Gents and Children, as worn in Paris and London, the Derby-ribbed, Oxford, Cambridge, Crochet, Rob Roy, Victoria and other styles. Gents' long hose; undergarments made from Australian wool of superior finish. Children's Union Merino Dresses. Garters, Mittens and Gloves; best Paris Kids; new shades at reduced prices; Undressed Kids, all colors, 90c. Fall and Winter Gloves in great variety. W. J. ETGER, Importer of Hosiery, Gloves and Fancy Goods, Nos. 580 and 582 Broadway, near Nineteenth st.

R. H. MACY.

CLEARING SALE OF
LACE

CURTAINS,

AT A GREAT REDUCTION IN PRICES.

French Lace Curtains, at \$12 a window, **REDUCED TO \$9.**
French Lace Curtains, at \$16 a window, **REDUCED TO \$12.**
French Lace Curtains, at \$25 a window, **REDUCED TO \$19.**
French Lace Curtains, at \$28 a window, **REDUCED TO \$21.**
French Lace Curtains, at \$32 a window, **REDUCED TO \$23.**
French Lace Curtains, at \$36 a window, **REDUCED TO \$28.**

Clearing-Sale of Nottingham Lace Curtains, &c.
CLEARING-SALE OF
RIBBONS AND ZEPHYR SHAWLS.
CLEARING-SALE OF

CORSETS.

BEST QUALITY FRENCH VERLY CORSETS,
REDUCED FROM \$4 50 TO \$4 50.
All our French Corsets
REDUCED FROM \$3 25 TO \$1 75.
All our Domestic Corsets
REDUCED FROM \$3 TO \$1 50.
N. B.—Every pair of Corsets sold from our store warranted
WHALEBONE STICKS.

R. H. MACY,
Nos. 264 and 266 Sixth-ave., near Fourteenth-st.

Dry Goods.

ARNOLD, CONSTABLE & Co.

HAVE NOW OPEN,
AND ARE RECEIVING BY EVERY STEAMER,
ADDITIONS TO THEIR STOCK OF
FALL AND WINTER DRESS GOODS,
CONSISTING OF

SILKS, SATINS,
MOIRE ANTIQUES,
PLAIN AND PLAID
IRISH AND FRENCH POPLINS,
OTTOMAN VELOURS,
BROCADES,
EMPERE CLOTHS,
SCOTCH WOOL, MERINO AND GALA PLAIDS,
MERINOES,
MOHAIRS,
DELAINES AND CASHMERES,
PLAIN AND FIGURED WINSEYS,
REAL LACES and PARIS EMBROIDERIES,
MOURNING GOODS

of every description.
INDIA AND CASHMERE SHAWLS,
OPERA and PROMENADE CLOAKS,
JACKETS, &c.

CLOTHS,
CASSIMERES,
CLOAKINGS,
TWEEDS and
WATERPROOFS,

HOSIERY, GLOVES,
FURNISHING GOODS,
AND FANCY WORSTED GOODS,
HOUSEKEEPING AND WHITE GOODS
in every variety.

ALSO,
LACE AND NOTTINGHAM CURTAINS,
CORNICES, HANDS, PINS,
AND
PLAIN AND EMBROIDERED CLOTHS, TABLE AND
PIANO COVERS &c., &c.,
AT AND UNDER MARKET PRICES.
CANAL, COR. MERCER-ST.

AT GRAND-ST. CHEAP STORE.
RETAIL.

New Bonnet Ribbons from Auction, at still lower prices.
Silk Velvets, Plain and Corded Silks, Unsat Velvets, Satins
and Millinery Laces, at nearly gold prices. Also, Imported
Feathers and Flowers, Dress Trimmings, Gimpes, Ornaments,
Cloak Sets, Fancy Buttons, &c.; altogether the choicest stock
exhibited this season.

Cheapest Black Silk Ribbon Velvets exhibited these four
years.
EDWARD RIDLEY,
Nos. 311 and 311½ Grand and 66 Allen-sts.,
Fifth block east from the Bowery.

AT GRAND-ST. CHEAP STORE.
RETAIL.

Ladies' Kid Gloves, \$1, \$1 25—best, \$1 65 the pair.
Unusual variety of Ladies' and Misses' Fall Gloves,
FROM AUCTION AND IMPORTERS.
Large lots of Embroideries, Plain Linen Collars, Cuffs and
Sleeves, Handkerchiefs, &c., very cheap; large variety of
Ladies' Cashmere Scarfs, Every-day Woolen Hoods, Nubias,
Sontags, Breakfast and Walking Shawls.

EDWARD RIDLEY,
Nos. 311 and 311½ Grand and 66 Allen-sts.,
Fifth block east from the Bowery.

AT GRAND-ST. CHEAP STORE.

NEW YORK DRY-GOODS STORES EMERGING FROM THE AGATE INTO DISPLAY IN 1865

(Exact size.)

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In the beginning of display, growth in individual advertisements was down the column rather than through column rules into adjoining columns. The New York Herald remained obdurate on column rules. It accepted directions for large type when it was of the built-up light-face kind peculiar to the Herald and a few other papers, but insisted on standard rules between columns. The result was the splitting of a name or word into two or three divisions, according to the width of the advertisement, with perhaps only two letters in each column.

Department store advertisements of three- or four-column width were rare in the '70's. The larger size came only when there was a special announcement, such as the opportunity for Christmas purchases. Newspaper office compositors were more accustomed to working in single-column size and did a better job in that width. Lord & Taylor preferred to break up its copy into three or four advertisements,

ENOCH MORGAN'S SONS,



SAPOLIO.

THE ATTENTION OF

Broadway Merchants

**is called to this article, which is the
BEST THING KNOWN**

**For Polishing Metal and
Brass Signs.**

FIRST SAPOLIO ADVERTISEMENT

It appeared in Frank Leslie's Illustrated Weekly in 1869. A similar advertisement, which appeared in the newspapers the following year, was one of the earliest human-interest trade-marks in newspaper advertising.

each complete, and run them one under the other down the column, giving the 36-point signature a number of appearances on the page. This style later was used also by John Wanamaker in Philadelphia.

In advertisements of both width and depth sewing-machine and typewriter manufacturers were doing more than the department stores. The typewriter was being advertised in quarter-page space in New York newspapers in 1875, with an illustration showing the machine. The caption on one of the early pieces was, "This is the 'type writer.'" Sewing-machine advertisements likewise carried a picture of the product when the advertisement was large. In 1873 Rowell's house organ, the American Newspaper Reporter, esti-

BALL, BLACK & Co.

565 and 567 Broadway,
HAVE JUST OPENED THEIR COLLECTION OF

DRESS AND BAND BRACELETS
FOR THE
HOLIDAYS.

ALSO, A VERY LARGE AND CHOICE ASSORTMENT OF
NECKLACES AND LOCKETS.

Waltham Watches.

A FINE ASSORTMENT OF NEW STYLES

FOR THE HOLIDAYS.

AT REDUCED PRICES.

FULLER & Co.,

25 JOHN-ST., Up stairs.

FINE

WATCHES!

A VERY LARGE ASSORTMENT AT GREATLY REDUCED
PRICES.

A. RUMRILL & Co.,

273 Broadway,

Corner Chambers-st., N. Y.

Miller & Goodrich,

OFFER AN ELEGANT ASSORTMENT OF AGENTS.

Holiday and Wedding Gifts,

Consisting of

ELGIN, WALTHAM, and SWISS WATCHES,
GOLD FINE, LEONTINE, and OPERA CHAINS,
DIAMOND, PEARL, and SEAL RINGS.

Until after the Holidays TIFFANY & Co. will keep
Open Store during the evenings.

TIFFANY & CO.,

Union Square.

Bronze Mantel and Clock Sets of Three
and Five Pieces.

NEW STYLES.

LOUIS XIV. BRONZE AND PORPHYRY.

Enamel and Bleu Turquin,
Gilt and Enamel,
and Oxydized

SILVER BRONZE.

New Groups and Statuettes, Birds and
Animals.

LIBRARY SETS, INKSTANDS,
CANDLESTICKS,

Bells, Card Receivers,

AND A VARIETY OF ARTICLES AND FIGURES IN BRONZE,
OXYDE, AND CLOISONNE ENAMEL.

HURD & HOUGHTON,

No. 13 ASTOR-PLACE, N. Y.

A FEW DOORS EAST OF BROADWAY
OVER THEIR

WHOLE STOCK AT RETAIL

TYPICAL AMERICAN NEWSPAPER DISPLAY IN 1870

There were exceptions, such as the Philadelphia Ledger, which persisted for some years after this in the rule forbidding display type.

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mated that only 4 per cent. of the papers were then refusing illustrations, but among these were some of the most important city dailies. Soon thereafter these also capitulated, and cuts in newspaper advertising became more frequent. Department stores were not pioneers in pictorial representation. It was manufacturers who blazed the way here, especially the sewing-machine makers.

Sapolio's advertisements in the '70's were single column, about sixty lines deep. Royal Baking Powder, when it appeared in newspaper display a bit later, chose one inch on two columns and in that space managed to say in large type, "Royal Baking Powder Absolutely Pure." These two manufacturers, who in time made themselves big by the employment of advertising, cut the path that later was to be a great highway crowded with manufacturers using the selling force of national advertising.

Fear by newspaper publishers that display advertisements would have a dampening effect on merchants who advertised with a few agate lines may have had ground, for about the time of the entry of display there was a decrease in the number of advertisements by small retailers. Whether this was due entirely to the overshadowing of the smaller announcements by larger copy is, however, doubtful. The volume of agate advertisements, particularly those of the true want-ad kind, had grown to an extent which cut severely the attention an individual advertisement received. In the twelve-page metropolitan papers the reader had more matter of all kinds to peruse. The elaborate new-style headlines on the news gave editorial content more dominance over the unfeatured agate advertising. The day was past when the purchaser of a daily read everything that appeared in it. Reading matter other than newspapers had greatly increased. Outdoor advertising claimed attention everywhere. Advertising was no longer a novelty. Returns from a few lines of agate had become less, and rates had risen.

CHAPTER XXIX

CHANGES BROUGHT BY THE CIVIL WAR

During the decade which included the Civil War years came a number of developments of broad significance to advertising. Dissemination of the advertiser's message was vastly increased by the great bulge in circulation of newspapers, and by birth of the Sunday newspapers, due to demand for war news. Newspaper mechanical facilities received the addition of the curved stereotype plate, which came into use in 1861, and later of wood-pulp paper, the advent of which was hastened by war-time paper shortage. The "patent inside" page, destined to be an important medium in national distribution, made its appearance as a result of shortage of labor and materials. Sale of the government's war bonds through newspaper advertising to the general public was so successful that advertising gets a share of credit for Union success in the war. This decade was marked also by the first peep of the advertising dawn in magazines, theretofore free of "commercialism" and for some years thereafter still a long way from any considerable volume of it.

Economic and social changes in the 1860's were of great import to the future of advertising. Absence of men at the front gave impetus to the employment of harvesting and other farm machinery, compelled increased use of labor-saving machinery in manufacture and led to invention of new devices and perfection of old. Need of army clothing in quantity brought the sewing machine into wider use, and after the war men preferred the factory-made suit to the clothing their wives and mothers had been making for them. Browning, King & Company, woollen manufacturers, were the first to do the complete job under one roof, starting the manufacture of men's clothing soon after the sewing machine was invented. In men's ready-made clothing there were advertisers who were prominent locally or regionally even

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in the '60's. They were manufacturers, but, except in a few instances, not of the kind that came after the Civil War. Before the war most of the work was done by men and women sewing at home. A pioneer of this type of clothing maker was Devlin & Co., of New York, established in 1844, and for thirty years one of the principal clothing manufacturers and advertisers. Devlin's business was both wholesale and retail. There were branches in Washington, D. C., Richmond, Va. and Lexington, Ky., and it was customary for the firm to say that it "had 2,000 employees." That, however, meant that there were some thirty cutters and a number of clerks and other employees working under the Devlin roof in three cities and that the rest were workers who finished in their homes by hand or on a sewing machine the job started by the shop cutter. The modern method, started by Browning, King & Co. in the '50's, did not become common until after the Civil War. (Browning, King & Co., early employers of advertising, are still extensive advertisers in 1928.)

Extension of the sewing machine to shoe making resulted in the establishment of shoe stores which displaced the local cobbler. On the Pacific coast, W. L. Douglas, later a manufacturer, and one of America's consistent and large advertisers, was among the first to open a shoe store, buying his stock in the East.

In urban communities women went into factory work previously done by men. On the farm they did man's work in the field. With woman having less time for household tasks, articles previously made by them in the home were purchased with the proceeds of their war-time work in field or factory. Where formerly the man had handled the family's money and made all purchases it now was the woman who came to the store. After the war more of the family's clothing, including underwear, was purchased and less made at home. Canned goods from the grocery began to play a rôle. Bakeries became common. At the end of the decade prepared cereals began to come in.

Manufacture increased tremendously, and with it the purchasing power of the people. Inauguration of Bessemer steel making in 1864 started an industry of transcending importance. Pennsylvania oil had begun to be a factor in prosperity. A higher tariff on imports further expanded domestic output in many lines.

Specialization increased in industry, and the idea spread to the

WOMAN'S IMPORTANCE GROWS AFTER CIVIL WAR

consumer, who devoted more time to earning money at his trade and purchased home needs previously supplied with his own hands.

With the habit acquired of supplying a greater proportion of the family needs by purchase at the store, women had more leisure for reading, and this brought a new and added response to advertising. There came at this time an increase of matter of special interest to women in the newspapers and in the number of publications edited for women, a trend which grew fast in succeeding generations and in time developed that mighty magazine division, "the women publications."

Back in the eighteenth century commentators in England had declared that advertising had "reached a stage of almost perfection." After the Civil War, comments in this country on American advertising were in a somewhat similar vein. According to George Wakeman, writing in the *Galaxy* magazine in 1867, advertising in the United States had then got to the point at which "the names of successful advertisers have become household words where great poets, politicians, philosophers and warriors of the land are as yet unheard of; there is instant recognition of Higg's saleratus and Wigg's soap even where the title of Tennyson's last work is thought to be 'In a Garden' and Longfellow understood as the nickname of a tall man."

Nevertheless, advertising was far from general acceptance. Most merchants thought it undignified. Among the younger advertising solicitors in the late '60's was Daniel Frohman (later a leading theatrical producer), with offices at 154 Nassau Street, New York. In a forty-page brochure, *Hints to Advertisers*, issued by Mr. Frohman in 1869 he pointed out the inconsistency in the attitude of the average merchant toward advertising:

The man who doesn't believe in advertising is constantly doing what he deprecates. He hangs coats outside of the door, or puts dry goods in his window—that's advertising. He sends out drummers through the country, or puts his name on his wagon—that's advertising. He labels the articles of his manufacture—that's advertising. If he has lost his cow, he puts a written notice at the post office, or tells his sister-in-law about it, that's advertising. He has his name put up in gilt letters over his door—what is that but advertising?

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He paints his shop green and red; or, if a tailor, he wears the latest styles; or, if a doctor, he has his boy call him out of church in haste; or, if an auctioneer, he bellows to attract the attention of passers-by; if a heavy merchant, he keeps a huge pile of boxes on his sidewalk in front of his store—and all for advertising. A man can't do business without advertising; and the question is whether to call to his aid the engine of the world—the printing press . . . or to go back to the days when newspapers, telegraphs and railroads were unknown.

Freelancing literary men were being engaged to write advertisements in the 1860's. So were newspaper reporters. One school of these writers produced flowery language. The other developed a style of copy that masqueraded as news. "An Article of apparent literary merit," Mr. Wakeman noted, "leads into an advertisement." In the rural papers the patent medicines which employed the news-story method gave it a sensational aspect. Mr. Frohman noted that

Among the startling peculiarities of country advertising are such as "A man-murdered-in-cold-blood!" "Why will you submit to this outrage?" and similar devices interspersed with ordinary reading matter and displayed through the body of the advertisements, which naturally, on their first appearance, attracted a good deal of attention.

In New York, Knox, the hatter, had been employing newspaper advertising from the start of his business, in 1845. In the '60's the Knox store was one of the early users of the topical style of copy then coming in, in which the advertiser tied up with the news of the day:

Although Queen Isabella has lost her crown, the crowns of Knox's hats never come out, as everyone who purchases them at the Corner of Broadway & Fulton Street will testify.

Not a man who wore Knox's hat during the earthquake in San Francisco had them shaken off.

The Grecian bend may do for ladies, but all gentlemen wear Knox's hats.

Jingles were used and grew in popularity through succeeding generations. Teasers were coming in, and the man who started this type of

Dry Goods.

We have This Day

LARGELY REPLENISHED OUR STOCK OF

**BLACK AND
Fancy Silks,**

And are now prepared to show an elegant variety of

Plain Colored Gro Graine,
Plain Colored Taffetas,
Gros d'Afriques,
Chenes,
Plaids and Stripes,
Brocades, &c.

**IN BLACK SILKS,
OUR
Stock is Complete,**

AND COMPRIZES THE

**BEST BRANDS
IN THIS MARKET.**

Field, Leiter & Co.,

110, 112, 114 & 116

LAKE-ST.

Coal.

Dry Goods.

BEYOND

QUESTION

The Finest Assortment in
Chicago of

Black Llama Lace Points,
White Llama Lace Points,
Black Llama Lace Sacques,
White Llama Lace Sacques,

**Silk Mantelets,
Silk Pelisses,
Silk Sacques,
Cloth Sacques, &c.**

Many of the above Goods are
of our own importation, and
will be sold at the **LOWEST
PRICES.**

Field, Leiter & Co.,

110, 112, 114 & 116

LAKE-ST.

Prospectus.

MARSHALL FIELD AS A COPYWRITER

The famous merchant was doing the copy for Field, Leiter & Co., when these appeared side by side in the Chicago Tribune in 1868. An effort was made to obtain the value of a double-column advertisement and at the same time avoid the high charge for broken-column rules.

THE HISTORY AND DEVELOPMENT OF ADVERTISING

copy with some curiosity-arousing phrase such as "I've lost my dog, I've lost my dog," discovered the risks of the method when his rival, before the dog advertiser was ready to clear up the mystery, announced that "You'll find your dog where the best overcoats are also to be found—at Blank's."

In newspaper advertising, when the attention of women was desired it was still common practice to start advertisements with the line, "To the Ladies." An agate-cap heading such as "A Notice to the Ladies—Furs, Furs, Furs" combined the woman interest with the iteration idea. "LADIES WILL TELL ONE ANOTHER—when they get a bargain" was one type of copy. "Ladies, Preserve Your Stoves!" gave a reason for Leadbetter's Renowned Liquid Stove Polish. That was the common run of advertising, in which the advertiser himself wrote the copy. When something special was desired it had become the fashion to engage professional writers.

Employment of "literary men" to write copy at first resulted in ecstasies like this, done for a dry-goods dealer:

WE STATE with great confidence that ladies attired in our new styles of Fall and Winter goods will find the effect so rejuvenating that all the cares incident to domestic life will be as blithesome as kissing the dew from the roses of beauty that bloom in perennial fragrance in the fields of ecstatic love.

The example quoted is possibly extreme, but it shows one of the tendencies that came with efforts to imitate the current Barnum flippancy, the money-making patent-medicine appeal and Bonner's successful enthusiasm, and apply to wearing apparel and household articles ideas that had been very resultful in selling a 25-cent museum admission, a "youth-restoring" medicine or a 4-cent periodical.

In outdoor advertising the Barnumesque was predominant. Lines of sandwich men were walking the street, each carrying on a pole one letter of the name of a product. Wagons covered with posters likewise paraded the more crowded thoroughfares. There were "blazing" gaslight signs on buildings, banners strung across streets, posters on the sidewalks, posters on walls, fences, brick piles—everywhere that the night-working billposter found a surface and didn't get caught. The signboard caution, "Don't look on the other side," was new and

effective. A merchant would hire a man to stand and look fixedly at a placarded announcement; many would stop and read what seemed so interesting to him. At busy street corners boys were distributing handbills, while others went from house to house. Every horse car had packages of them tied to the rods in the cars so that passengers could pull them off. Drugstore counters had piles of free almanacs carrying advertisements for patent medicines. (A generation later one patent-medicine house—Ayer—is said to have distributed 25,000,000 almanacs in a year.) Advertising cards were common in the saloons of river steamers and other excursion boats. Novels contained an assortment of advertisements in the back pages—an old practice. Advertising assailed the eye to an extent which then was sensational.

Each generation wonders if advertising has not reached its zenith. The *Galaxy* writer of 1867 found it so prevalent that he called it "the monomania of the times." Yet in his day the volume of publication advertising was less than one per cent. of what it became sixty years later. For five years of the Civil War decade there were government figures on advertising. One of the war taxes was a 3 per cent. levy on advertisements. According to the returns the income of publishers from advertising for the last fiscal year of the tax, ending June 30, 1867, was \$9,609,326. Of the \$288,009 received by the government in that year \$100,000, or more than a third, came from the state of New York, and of this 80 per cent. was from New York City. Philadelphia's tax total for the five years was \$30,000. Boston contributed \$23,000; Cincinnati, \$16,000; Chicago, \$15,000; New Orleans, \$13,000; St. Louis, \$13,000. During the five years tax was paid on newspaper and periodical advertising valued at \$32,766,427, or an average of \$6,553,285 a year.

Advertising's monopoly of the front page in American newspapers was ended by the Civil War. War news was too important to put inside. After the war the multiple-deck news headline, developed during the war-news period, remained, and so did the newsy outside page. The papers had discovered the newsstand circulation value of outside display heads. Some papers compromised by running a column or two of advertisements on the front page for a few years, but presently paid announcements came to be entirely for the inside and back pages.

A new era in newspaper enterprise and circulation-making influence

THE HISTORY AND DEVELOPMENT OF ADVERTISING

was begun in 1870, when James Gordon Bennett, Jr., cabled one of his European correspondents, Henry M. Stanley: "Find Livingstone and bring news of his discoveries or proofs of his death, regardless of expense," and Stanley went into the wilds of Africa and through the New York Herald told the world that the long-absent explorer was alive, and described his journey and the meeting in the jungle, where after eight months of the greatest hardships—lack of water and food, deaths from fever, mutinies, danger from hostile tribes—Stanley's salutation was: "Dr. Livingstone, I presume?" The Stanley story and what it did for the Herald gave new stimulus to American newspaper enterprise.

Associated Press service had been extended so that 200 papers were being served in 1872. The educational activities of the previous generation had created the habit of reading among more people; by 1870 57 per cent. of the country's population of age five to eighteen was enrolled in the public schools, in which 200,000 teachers were at work. The public-school system was so well established that a state as far west as Iowa had 7,000 free schools, or half as many as it had twenty years later. The giving of premiums to build circulation became a practice in the late '60's, especially with the weekly editions of the metropolitan newspapers. The New York Weekly Tribune, one of the first to employ this method of getting new readers, had built up a distribution of 300,000 by 1871. Other news weeklies popular with advertisers were those of the Chicago Tribune, St. Louis Globe-Democrat and Toledo Blade. Assistance from the Post Office Department was another influence of importance. For five years in the late '60's and early '70's newspapers were given free delivery in fifty cities, and some forty million copies a year were taken to the door by the postman. It was a government gift to popular education. Every new reader was an additional prospect for the merchant who advertised.

CHAPTER XXX

ADVERTISING AGENT BEGINS TO FUNCTION

Chief among the direct forces which began to operate in a substantial way in the 1860's to build up advertising was the advertising agency.

In France during the first half of the nineteenth century newspaper publishers looked upon the handling of advertisements as beneath their dignity, and the space allotted to advertising was sold to contractors. American newspaper publishers never had that degree of disdain for advertising, and never sold their revenue space as a whole to a contractor, but in the typical American advertising agency of the nineteenth century we see something of the idea that prevailed in France—the buying of space in bulk for re-sale to advertisers.

If we disregard the postmasters of colonial days who were authorized to accept and forward advertisements to publications, and free-lance solicitors who were taking advertisements for more than one paper in the first quarter of the century (Orlando Bourne, mentioned in some records as an agent in 1828, probably was one of this type), the first American advertising agents were Volney B. Palmer, with offices in Boston, New York and Philadelphia, and John L. Hooper, who had his office in New York. They began business in the early 1840's. Which one was the pioneer is not known, but there was only a year or two difference in their starting dates. Mr. Palmer's three offices passed to as many different owners in the early '50's. Mr. Hooper remained in business for thirty years.

Also in the 1840's there were newsdealers who advertised that they would "receive advertisements for any paper in the United States," just as the corner druggist of the present will take a want-ad. It is safe to say the newsdealer received a commission. Newsdealers who conducted an "advertising agency" as a sideline were, therefore, among the earliest agents.

THE HISTORY AND DEVELOPMENT OF ADVERTISING

Palmer described himself as "a duly accredited agent to receive advertisements and subscriptions and fully empowered to give receipts," and claimed to represent "most of the best newspapers published in the United States and Canada." It is related of him that if a newspaper accepted copy from an advertiser who once had placed through him, Palmer would demand his commission from the paper.

Mr. Palmer assumed no responsibility for collection. So far as known, the advertiser always was billed direct for space purchased through Palmer. Hooper came closer to being an advertising agent in the modern meaning of the term, for he paid for the space and collected from the advertiser.

John L. Hooper was an advertising solicitor for the New York Tribune in 1841. In receiving copy from advertisers he frequently was asked to insert the same copy in other papers. That gave him the idea of becoming a general agent. There was some friction in the

Tribune office, and Mr. Hooper left the paper and established an agency in his hat, later attaining the dignity of an office with a number of assistants. His agency was absorbed in the '70's by George P. Rowell & Co. Mr. Rowell's "Forty Years an Advertising Agent" mentions that Mr. Hooper was regarded as "good pay" and had high standing in the newspaper offices. He remitted promptly to the papers, though he sometimes waited long for his payment from the advertiser. He used

If required, the Plants will be packed properly for Europe or any part of the United States at a low charge. an 16 31 40

NEW YORK GENERAL NEWSPAPER AGENCY OFFICE
FOR THE UNITED STATES

TO PUBLISHERS OF NEWSPAPERS IN THE U. S.
The undersigned have opened the above office at No. 267 Broadway, opposite the Park, for the purpose of procuring subscriptions, advertisements, and collecting Bills in the city of New York.

Also, as Agents for the different Periodicals, and Works of Literature generally

Publishers of Newspapers and Periodicals will readily perceive the advantage of having a Permanent Agency in this city, for the transaction of their business. And as the undersigned will devote themselves exclusively to the above business, they hope, by their unwearied personal attention to the same; to merit the confidence and patronage of those who employ them.

JOHN W. KELLY,
ANSON FORD,


The following Gentlemen have kindly permitted us to refer to them, for our character, capability, &c.:-

William L. Stone,	Thomas Snowden,
George P. Morris,	Robert C. Wetmore
M. M. Noah,	James Conner
William B. Townsend,	

N. B.—All communications must be Post Paid, and addressed to **KELLY & FORD, General Newspaper Agency Office, No. 267 Broadway, New York.**

All the Daily and Weekly Papers published in the city of New York to be had at the desk of the above office immediately from the Press

Also Cash Advertisements received for all the newspapers in the Union. sult 31 40

 **FOR ALBANY, TROY and intermediate places.**—The splendid low pressure steamboat **SWALLOW**, Captain A. McLean, will leave the foot of Courtlandt st. This Afternoon, Aug.

BEFORE THE DAY OF HOOPER

Newsdealers acted as advertising agents early in the nineteenth century. Before that postmasters received and forwarded advertisements. Reproduction of Kelly-Ford announcement is from New York Herald of August 17, 1842. (Slightly enlarged.)

OBSTACLES TO EFFECTIVE WORK IN THE 1860'S

more care in his selection of customers than did the agent who took no responsibility for payment, and his losses are believed to have been negligible.

Following Palmer and Hooper came a number of agencies, operating at first on the Palmer plan of billing by the paper to the advertiser direct. In the '50's S. M. Pettengill & Co. was the leading agency, as it still was a decade later. It had offices in New York and Boston. Among its clients was Robert Bonner's New York Ledger. Mr. Pettengill had been a clerk for Palmer.

There was no newspaper directory until 1869, and no agent in the '50's or early '60's had an accurate list of papers

even for a single state; figures purporting to give the number of newspapers and periodicals published in each of the different states were always estimates. The patent-medicine advertiser, whose copy made up nearly all that went to out-of-town papers at this period, had some experience in collecting lists and in bargaining for rates, and if the agent was to be successful it was necessary for him not only to produce a better list but to assure the advertiser a lower rate. The private list of papers, laboriously collected by writing to postmasters and others, by consulting newspapers on their knowledge of papers in other towns, and by inquiry of newsdealers and ink and paper dealers, was the advertising agent's stock in trade, something to be guarded as carefully as the manufacturer's secret formula.

Newspapers had so-called rate cards, but the price the paper eventually got depended upon how badly it wanted the business and how well the advertiser or agent could bluff. A first demand by the paper for \$500 might, before the bargain was struck, be reduced to \$50. Ink, newsprint, type and other material used in newspaper making were

na ry er	N. B. A liberal discount to country practitioners and medicine venderr	j ste Le vot the / and Th wh jeer der unc ble feat mo Tex the
had ine oth ort. ped ry; but per- om oy rug no s is the ved	<p>ADVERTISING IN COUNTRY NEWSPAPERS. Merchants, importers, and general dealers wishing to advertise in the principal cities and towns of the United States, are informed that an agency office has been opened at 128 Nassau street, where files of all the principal newspapers are kept, and a list of terms for advertising registered. The facilities of such an establishment have long been needed in this city, and the subscribers having made their arrangements with the respective publishers, are prepared to compile and insert advertisements on very favorable terms. The benefits of advertising for country custom in the neighboring cities and towns, is too obvious to require comment. They trust by prompt attention to orders, they will meet with the encouragement the enterprise may merit.</p> <p>MASON & TUTTLE. General Agents and Publishers, 128 Nassau street, opposite Clinton Hall, N. Y.</p>	
	RICORD'S PARISIAN ALTERNATIVE MIX.	

AN ADVERTISING AGENCY IN 1844

Announcement in New York Herald of April 4, 1844, by Mason & Tuttle, New York, who functioned as advertising agents for several years in the 1840's. (Slightly enlarged.)

THE HISTORY AND DEVELOPMENT OF ADVERTISING

accepted in payment for space, and this gave opportunity for a new crop of agents, who made bargains at both ends and sold the acquired space for cash. Ink manufacturers and type foundries usually had space to sell in the papers they served, and they, too, were advertising agents in a way. Where the newspaper could get neither cash nor supplies it sometimes would accept anything it could get—clothing, household articles, foodstuffs even—and sell or give these commodities to its employees. This was known as “swap” advertising.

With such demoralization in rates it was possible for the shrewd space broker to make a very good living. Newspaper card rates were based upon an expected loss of 25 per cent. from bad credits. Sure pay usually resulted in at least that much off the card rate. The agent’s commission was 25 per cent. If he did not get more than that he was not as smart as some of his confrères, for most of them managed to get a good deal more. The agent who had the best knowledge of a newspaper’s financial condition and the business methods of the men who managed it, and knew whether “No” meant just that or was subject to change, was the man who made the most money.

At the opening of the Civil War there were about twenty advertising agents in New York and half as many outside. Among the New York agencies was “Peaslee & Co.,” a name under which L. F. Shattuck operated. Shattuck aroused the envy of other agents by obtaining the business of advertising the government’s war loan. Another agent had been selected by Jay Cooke, whose success in marketing the government’s loans forms a brilliant chapter in our financial history, but Shattuck’s agency was given the business on the recommendation of Salmon P. Chase, Secretary of the Treasury. The bond-issue advertising was placed in every American newspaper that Shattuck or the U. S. Treasury Department found—newspapers not covered in the first mailing quickly identified themselves by writing to government officials—and the copy must have appeared in some four or five thousand papers, at card rates. This advertisement constituted the first truly national advertising effort, and in the number of publications used made a record that stood for many years. Soon after the war the bonds of the first Pacific railroads were widely advertised and sold to the general public. Shattuck placed the railroad business also.

Boston appears to have been good ground in which to grow ad-

NEWSPAPER ADVERTISING AGENCY.

S. M. PETTENCILL & CO.,

Offices, No. 119 Nassau Street, New York, and
10 State Street, Boston.

Are the Agents for the Best and Most Widely Circulated Newspapers
throughout the United States and British Provinces, and they are

REGULARLY RECEIVED & FILED AT THEIR OFFICES,

where Subscriptions and Advertisements are taken for them. Mer-
chants and other Advertisers are respectfully invited to
call and examine Papers and Prices.

The following Notices from first class papers, are selected from hundreds of
similar Notices from the voluntary testimonials of the Press:

ADVERTISING AGENTS.

The following notices of the firm of S. M. PETTENCILL & Co., Advertising Agents
in New York and Boston. We have been doing business for this firm for a num-
ber of years, and can cordially endorse all that is said of them. They are prompt
and reliable gentlemen, and are worthy of the unbounded confidence of the Press.
They send none but Cash advertisements, and always settle promptly. The no-
tices are from the very best presses in the country.—*Harrisburg Telegraph.*

ADVERTISING AGENTS IN NEW YORK.—The large amount of advertising done
by New York business men, in the West and South, renders it necessary for the
latter to have good and reliable agents in that city. We anticipated at one time,
owing to the losses and annoyances experienced, to dispense with the service of
agents altogether; but we found the difficulties arising from having no agent
greater than those occasioned by the latter. In this emergency it is satisfactory
to be able to find good and reliable agents, prompt and accurate in all transac-
tions, and in every respect thorough-going business men. We have found such
in S. M. Pettengill & Co. For several years we have transacted business with
this office, and on no occasion did they fail to meet promptly all their engage-
ments. The satisfaction we have experienced ourselves in our business transac-
tions with these gentlemen, induces us to accord to them this voluntary testimo-
nial, so that merit may be rewarded, and our friends of the press may have an
opportunity of availing themselves of the same advantages that we enjoy, and
which experience has rendered us fully capable of appreciating.—*Cincinnati Gaz.*

Messrs. S. M. Pettengill & Co., are also the agents of the *Pittsburg Gazette*, in
New York, and we cordially endorse the above statement of our Cincinnati cotem-
porary as to their fidelity and promptness. Our business connections with them
have always been of the most gratifying description, and we can recommend them
to any of the press who are seeking reliable advertising agents in New York.—
Pittsburg Gazette.

We can cheerfully endorse these commendations of Messrs. Pettengill & Co.
Several years' business relations with them enables us to say, that they are alike
energetic, prompt and honest.—*Albany Evening Journal.*

We take pleasure in adding our recommendation of Messrs. Pettengill & Co., to
the above testimonials in their favor, having found them faithful and useful agents
for some years past. We would advise all in want of such agents, to employ
Messrs. Pettengill & Co.—*New Orleans Picayune.*

The above commendations are well deserved, as we judge, both by the general
tone of the country press, and from somewhat extensive business transactions with
the house referred to. We can recommend P. & Co. to such of our publishing
friends as desire newspaper agents in this metropolis.—*N. Y. Tribune.*

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THE ADVERTISING AGENT IN THE 1850's

An advertisement by the then leading agency in a directory of newspapers
issued by a printing supply house.

THE HISTORY AND DEVELOPMENT OF ADVERTISING

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BURGESS, W. J. POOLEY & Co., and all booksellers.

Advertising Agency.

ADVERTISE NEWSPAPER ADVERTISE-

ING—S. M. PETTENGILL & Co. are agents for nearly all the Newspapers in the United States (including California) and the British Possessions. Some 3,000 different Papers are received and filed at their offices, No 119 NASSAU-ST., New-York, and No. 6 STATE-ST., BOSTON. They present to the public greater inducements than any other house in the country. They attend to their business, and see that it is done in the BEST manner in the BEST Papers, at the LOWEST RATES. They have arrangements with many Papers such as no other Agent can have, and they give customers this benefit. Advertisers can save MONEY, TIME, and TROUBLE by giving S. M. PETTENGILL & Co. their advertising, as their old customers will testify.

ADVERTISE

ADVERTISE

A N D

M A K E

M O N E Y.

Merchants are invited to call at our offices, where all information will be given that will enable any one to advertise judiciously, and make money thereby.

Lost and Found.

FOUND—In a Madison-av. stage, on Saturday, Aug. 6, a PORTEMONNAIE, containing some bills and

“ADVERTISE AND MAKE MONEY”—1859

An advertisement by an advertising agency in the New York Tribune for August 13, 1859. (Slightly enlarged.)

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vertising agents, for the more successful and longest-lived of the early agents came from the New England metropolis, including S. M. Pettengill, J. Wesley Barber and—George P. Rowell, the man who did perhaps more than any other man to develop advertising in the nineteenth century and bring it to the point from which the expansion of the last thirty years has taken place.

George P. Rowell, a young solicitor on the staff of the Boston

Post in the late '50's and early '60's, got his friend Horace Dodd to match his \$1,000 of capital and together they opened an advertising agency in Boston in 1865. Rowell and Dodd made up a list of one hundred papers. A few of the papers held more or less strictly to their “publisher's rate,” but by diligent correspondence the others were induced to cut quite radically on a promise of continued patronage. There were some who were obdurate. To these the young advertising agents paid 75 per cent. of the card rate, less 3 per cent. discount for cash in thirty days. Most of the papers, however, got something like 25 per cent., Rowell and Dodd keeping the remainder. The cash discount in addition to the commission was a Rowell idea which the papers readily accepted and which later became common practice. Newspapers were so unaccustomed to getting cash that Mr. Rowell was able to induce them to accept almost any rate. Results of the bargaining as shown in the agency's business for the first

WHEN AGENT RETAILED SPACE BOUGHT IN BULK

month was a billing of \$2,000 to advertisers and payment of \$600 to newspapers.

It was George Rowell who inaugurated the plan of buying space in bulk on an annual contract and retailing it to advertisers, a practice that prevailed with regard to advertising agents and many of the papers, especially the small-town weeklies, up to the close of the century. Mr. Rowell started this system with an offer to advertisers of "An-inch-of-space-a-month-in-one-hundred-papers-for-one-hundred-dollars." The first list on this basis was made up of New England papers. After the incorporation of George P. Rowell & Co., and the opening of headquarters in New York, in 1867, the plan was applied to lists for other regions and by states. In every list were papers on which the agency made only the 25 per cent. commission, and a few from which it got nothing, some of the large metropolitan papers like the New York Herald refusing to allow any commission, but those to which the agent paid only \$20 or \$25 wholesale for the space he retailed at \$100 were numerous enough to leave him a very substantial profit. This was the "list system," originated by George P. Rowell and soon imitated by other agents.

From Mr. Rowell himself we have a statement of the relation of advertising agent and publisher in 1860 and the chaotic condition of rates at that time, and later, and how the state of affairs worked out to the advantage of the agent:

Newspaper Advertising Agents were originally [in the 1850's] authorized to make rates for the papers, and the prices fixed by them were understood to be binding upon the Publisher represented.

The Agent arranged with publishers for authority to represent them, and the commission to be allowed was a matter of bargain, but, by usage, came to be fixed at an established percentage.

The public appreciated the convenience of these Agencies, and they increased in number. Clerks in existing agencies, observing the methods upon which the business was conducted, established new Agencies of their own and assumed an authority equal to that claimed and enjoyed by their former employers.

In the early days, the Agent assumed no responsibility.

THE HISTORY AND DEVELOPMENT OF ADVERTISING

He paid over money to Publishers after he had collected it. If he never collected, he never paid.

Observing a tendency toward abuses, an Agent [Rowell] desirous of ingratiating himself with the proprietors of the Newspapers which he represented, set up the principle that the commission should cover a guarantee of payment.

This rule was, as a matter of course, popular with the Publishers, and finally became the usage.

The agent practically made the rate and compelled the publisher to accept it. That explains how the agency of the 1860's was able to retain 40 per cent. and more. Rowell later standardized on 25 per cent. as the agent's share, giving the advertiser any benefit obtained from bargaining.

Large advertisers, such as the patent-medicine men, sometimes also were able to drive good bargains with the papers, but, as Rowell informed these advertisers in a circular,

Publishers become expert and can tell better than would be imagined how much an advertiser will pay. The vendor of a patent medicine who has sold to a village druggist \$100 worth of goods on a promise to advertise a column a year in the village paper, will find the price of the column held with greater firmness if the village editor happens to have heard. So, also, when half a dozen advertising agencies have applied to a publisher for a special price for a specified advertisement, he assumes that one or the other of them will contract for and promise the use of his paper, and that all that remains for him to do will be to fix a price and hold to it firmly, believing that the successful bidder will be compelled to come to his terms.

If the advertiser of that period found it difficult to make up his mind as between placing direct or through an agent, how much more difficult it must have been for the harassed publisher to determine whether to accept an agent's low offer on behalf of an unnamed advertiser. His mental processes were thus described in a circular by George P. Rowell:

How is it with a man who has a column of space to dispose of? His newspaper goes to press to-day! If he does not sell his

CIRCULATION STATEMENTS MEANT LITTLE IN 1860'S

space it is lost, for if an advertiser does not pay for an advertisement to fill it, the printer *must be paid* for the necessary typesetting required for filling it with reading matter. Consequently, in the majority of newspapers, except for the small announcements which come as a matter of course, and the local patronage which is compelled to come from the necessities of the case, the price of advertising depends largely upon the question, "How much can we get?"

Copy in electrotpe form came into common use after advertising agents became active on out-of-town business, and this offered another inducement to the small-town paper to accept a low rate.

Practice was for the newspaper to claim a circulation much greater than it possessed, in some cases perhaps five times more than it had. The advertising agency made a study of circulation claims, checked them by inquiry among rival papers and by comparing circulation claims with population and giving consideration to competition, and arrived at a conclusion as to the probable true figure. Sometimes, though rarely, figures on paper consumption were obtainable.

Quality of circulation, quantity of advertisements, and other factors, were considered by the agency, as is shown by this extract from a Rowell circular to prospective clients:

In fixing the value of advertising space in any particular journal, the first question to be considered is the number of copies issued; next the character or quality of the circulation. A well-printed paper is worth more than one badly printed; an influential journal carries more weight than one without reputation. So also a paper which habitually charges high prices for its advertising thereby makes its columns exclusive, and will have fewer, and as a rule, a better class of advertisements, and is worth something more on that account. The value of all these considerations is recognized, but exactly *how* much each one is to be considered becomes a question of judgment.

What service did the early advertising agent give the advertiser? He assisted him in buying space. Beyond that, little or nothing. But when one remembers that, as Mr. Rowell pointed out in his Reminiscences, "space had no standard of measure or value," it is evident

THE HISTORY AND DEVELOPMENT OF ADVERTISING

the agent's skill in estimating the worth of space was of great value to the advertiser. The agent did have ideas on copy, and if they were requested the advertiser was given the benefit of them in an informal way. The agent would write the copy if it was necessary to do so to get the business. That, however, was not considered a part of his job. Setting and electrotyping he was glad to do on payment of the cost. It took almost half a century to bring the agency to copy writing and merchandising advice as a regular part of its service. Not copy technique but low rates was the desideratum at that time. If an agency of the period had attempted to sell expertness in copy and other service rendered by the modern agency over its ability to obtain rates, it would have failed.

It has already been pointed out that the advertising agent was, in effect, the maker of rates. The *modus operandi* of rate-making in the late '70's, and even later, is shown in this further excerpt from the pamphlet of the leading advertising agency of the period:

When an advertiser who is a patron of our agency applies to us for an estimate we carry out against the name of each paper upon his list the price which we recommend him to offer. If he is not anxious about particular papers and is willing to omit any which will not contract at a low rate, considering its circulation, position and influence, the prices will be lower than they would be if he were more desirous of using all or nearly all the papers on the list. Sometimes the advertiser wishes to reach the people of a certain state and is willing to invest not to exceed a sum of money which he names. In that case we should make a complete list of all the newspapers issued in that state, and against each affix a price which will be undoubtedly a low one for the service demanded. It is not expected that all will accept. Sometimes the price is made so low, that it is not believed that more than one-fourth or one-third will consent to do the work at the figures named. Frequently the result is surprising, especially if the proposals happen to be forwarded when advertising business is slack. After all have been heard from it is customary to review the correspondence, *in company with the advertiser*, and then reasonable proposals from publishers at important points who have not accepted the original propositions can be considered and acted upon.

CARLTON BEGINS TO BUILD MAGAZINE ADVERTISING

Such methods were not peculiar to advertising. They were common in all lines of business at the time. It is obvious that acceptance of the lowest bid resulted in the selection of a great proportion of weak papers. We should, however, keep in mind that patent medicine usually was the article advertised in "lists." The agent seldom allowed a paper more circulation than it had. His bargaining probably obtained a total circulation proportionate to the total expenditure, and the plan doubtless worked out to the advantage of the advertiser if, as is probable, his product was one for which mass circulation was the desirable thing. In the bigger lists, the rate-card price of the average country weekly at that time was \$60 to \$100 a column per year. According to Rowell, the agent might get 475 out of 500 at \$25 and have to pay \$125 for the remaining 25 papers, if the advertiser insisted upon the whole list, with not one of the 25 being any more valuable than the others. In the '60's the agent got most of the benefit of his bargaining; in the next decade, as shown in the extract above, he was giving the advertiser all the benefit, getting as his share 25 per cent. from the publisher on the amount that was left, even after he had reduced a paper's price from \$100 to \$25.

As the number of agencies increased tendencies to specialize developed. Into competition with the "general agent" came the "special agent" who represented a small group of papers. These might be large city sheets, or perhaps a group made up from among those that would not accept all classes of advertising; some newspapers even then were refusing certain patent medicines and declining also other advertisements in which obviously extravagant claims were made. It will be seen that the newspaper special agent of 1928 who represents several papers of different ownership is as directly derived from the old-time advertising agency as is the modern service agency.

Specialization by advertising agencies had important effect on development. One agency, Carlton & Smith (founded in 1864), selected the religious weeklies. Intensive solicitation of selected advertisers developed a considerable volume for these periodicals. Where the periodical's circulation was regional, and largely local, advertisers were created for it by canvass also of local retail merchants. In the Northwestern Christian Advocate of Chicago one of the regular space

THE HISTORY AND DEVELOPMENT OF ADVERTISING

users in 1868 was the dry-goods house of Field, Palmer & Leiter, later Marshall Field & Co., and Marshall Field was himself writing the advertisements.

From religious periodicals W. J. Carlton (father of Newcomb Carlton, who since 1914 has been president of the Western Union Telegraph Company) branched into general magazines, a few of which were taking advertising. Literary publications which had been refusing to sell space were induced by the advertising agent's arguments to accept advertisements and permit him to add to his list of publications. That was the beginning of magazine advertising.

When J. Walter Thompson, an employee of Carlton, took over the agency in 1878 he gave special attention to the solicitation of business for general magazines. At the end of the century George P. Rowell said of J. Walter Thompson: "It is Thompson, more than any other agent, who has developed the magazine field." He was as a newspaper biographer put it "a frontier man in magazine advertising." Undoubtedly much of the credit for the vast array of magazines we have in the twentieth century, with their incalculable benefit to education and business, is due to the advertising agent's initiative and labor in working up revenue for them, and especially to J. Walter Thompson, who lived to see the tremendous development attained in 1928. (Evolution of the magazine will be traced in more detail in a later chapter of this volume.)

Another influence which started to make advertising history in the 1860's was the "patent inside," an idea which is said to have been used ten years earlier in England. Several editors of small weeklies published near Milwaukee, deprived by the Civil War of their printing assistants, appealed to the job office of the Milwaukee Evening Wisconsin for aid in getting out their papers. The Evening Wisconsin filled two pages with reading matter from its own columns, printed these pages on one side of the sheet and shipped them to the country town, where the editor managed to set enough local items and advertisements to fill the outside pages. It occurred to Mr. A. J. Aikens, part owner of the Evening Wisconsin, that if two county papers had applied for this kind of help there must be others in need of it, and he circularized an offer to papers in near-by counties. Some twenty accepted with alacrity, paying for paper and printing, and something

THE ADVANCE.

UPHOLSTERY.

UPHOLSTERY!

FIELD, LEITER & CO.,

Wabash Ave., Chicago,

Invite special attention to the most complete assortment of fabrics pertaining to this department, containing many useful and beautiful articles suitable for

HOLIDAY PRESENTS,

The latest and most approved designs in Antique, Brussels, French Pointes, Swiss, Guipure and Nottingham

Lace Curtains,

BEDSPREADS, PILLOW-SHAMS, Piano, Table and Stand SPREADS, and some very choice things in

CHAIR COVERS,

Not to be duplicated in this country, very appropriate for gentlemen's libraries and ladies' reception chairs, together with a large assortment of many other articles of a similar nature. Full stock of

TAPESTRIES,

In low, medium-priced, and the most expensive goods.

Wool Blankets and Lap Robes

In unusually attractive and choice selections; also Quilts, Comforts, Hair Mattresses, Spring Beds, Pillows, Feathers.

Brass Bedsteads,

A few of the celebrated BIRMINGHAM Goods now in stock.

Special attention given to Drapery and Interior Decoration from Original Designs. Workmen sent to any part of the country.

NATIONAL ADVERTISING BY DEPARTMENT STORES IN 1870's

Character of the advertisements which Field, Leiter & Co. and other big stores ran regularly in the religious weeklies in the '70's decade. (Example is from The Advance for December 12, 1878. Width reduced one-quarter inch.)

THE HISTORY AND DEVELOPMENT OF ADVERTISING

for the general news matter lifted from the Evening Wisconsin's forms.

Mr. Aikens had another thought: The papers were all near enough to Milwaukee to make it worth while for that city's merchants to advertise in them. Aikens offered Milwaukee advertisers space in twenty papers at a rate the absurd lowness of which he explained by pointing out that there was only one set-up and one printing for many papers. Soon the patent inside was receiving the revenue from a column of advertising on each page in addition to the country editor's payment for materials and service. The paid publicity thus slipped in brought little or no protest from the country editor until the war was over and labor conditions had become near normal. Then an allowance was made for the space used.

Quick to see the possibilities of the idea, A. N. Kellogg of Baraboo, Wis., went to Chicago and set up there in the new business. Mr. Aikens also started a plant in Chicago, where better railroad facilities in more directions gave a wider field for the enterprise. This was the origin of the "Kellogg Lists" and the Newspaper Unions, which eventually established printing plants at the larger railroad centers over the country, to one of which the end-of-the-century advertiser could send his copy and have it appear in about 10,000 country papers. One of Mr. Kellogg's solicitors beginning in 1872 was W. W. Hallock, to whom is due no small measure of credit for development of "patent inside" advertising. Mr. Hallock in 1878 became Eastern representative of the Kellogg Lists, and in 1928 is still actively at work, with the extraordinary record of fifty-six years of service, during which the country weeklies and small-town dailies have received through him untold millions of lines of advertising.

With patent insides came more demoralization in rates. Where the advertising agent offered a list of 200 country papers at a certain price, which he had brought down by what he thought was hard bargaining, he sometimes found that the printer of insides had offered 400 papers at the price he asked for 200. The plan did not make for standardization in rates, but it did greatly assist in spreading the use of advertising.

While the patent inside was still an infant, George P. Rowell made an important gift to all who were interested in advertising. In 1869

FIRST REAL NEWSPAPER DIRECTORY IN 1869

He issued the first number of Rowell's American Newspaper Directory. It listed 5,411 publications in the United States and 367 in Canada and provided every agency and advertiser for the first time with a complete list of American newspapers. After the name of each paper was a symbol which supplied an estimate of its circulation, as "JKL" for "under 1,000." By making available to any advertiser for \$5 more information than any agent except Rowell had on the location and circulation of papers, this directory ended the mystery of the private list. For that reason Mr. Rowell's enterprise was criticized by agents. But criticism from agents was a wee small sound compared with the thunder of denunciation that came from newspapers that found their circulation ratings in the directory were much below their own claims. With each annual republication of the directory through the years there was a new storm of violent dissent from newspaper publishers. Some of the complaints doubtless were just; many of them Mr. Rowell was sure were not justified. Some papers were unwilling to supply any figure and compelled the directory publisher to make an estimate without their assistance. Harsh terms were used, but even the publisher who described Mr. Rowell in the strongest language when the newspaper directory was under discussion never hesitated to accept advertising contracts from the Rowell agency, for he knew that the bill would be promptly paid.

Rowell's American Newspaper Directory was the first blow at bolstered circulation statements and a first step toward establishment of a standard of value for space. Papers which had got into the habit of claiming a great deal more circulation than they had—perhaps 10,000 when the actual figure was 2,000—because rivals were doing the same thing, modified their figures. With Rowell's estimate to compare with the publisher's claim, the advertiser had a basis for estimating the probabilities.

CHAPTER XXXI

THE MAIN FIGURE IN NINETEENTH-CENTURY ADVERTISING

Issuance of Rowell's directory had highly important results for the general good of advertising, but work of another nature for the common weal which Mr. Rowell had been doing in a small way since his early Boston days was in later years to grow and have an importance transcending the newspaper directory and its circulation figures. This was the spreading of information about advertising and how to use it. In Boston at the close of the Civil War he published a house organ, the *Advertisers' Gazette*, in which publicity and its possibilities were discussed for the benefit of those of less training in the art. After the New York office was opened the name became the *American Newspaper Reporter*. Through this house organ, which he gave circulation among advertisers and prospects and newspaper publishers, Mr. Rowell promulgated his ideas on how advertising should be done. In it were published also articles by others of experience. The following, which appeared in his *American Newspaper Reporter* for November 20, 1871, was headed "The Principles of Advertising":

Honesty is by all odds the very strongest point which can be crowded into an advertisement. Come right down with the facts, boldly, firmly, unflinchingly. Say directly what it is, what it has done, what it will do. Leave out all ifs. Do not claim too much, but what you do claim must be claimed without the smallest shadow of weakness. Do not say "we are convinced that," "we believe that" or "ours is among the best" or "equal to any" or "surpassed by none." Say flatly "the best," or say nothing. Do not refer to rivals. Ignore every person, place or thing except yourself, your address and your article. . . . Be serious and dignified, but active and lively. Leave wit, however good it may be, entirely aside.

With editorials like the above Rowell was proclaiming the need for better copy at a time when advertisers were giving their attention to

CH I A DVERTISING.

JOHN HOOPER & CO.'S ADVERTISING AGENCY,
Established in 1842, being the first in New-York, consolidated with
GEO. P. ROWELL & CO. IN 1870.

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GEO. P. ROWELL & CO. IN 1870.

JOHN HOOPER & CO., ADVERTISING AGENTS.
The veteran John Hooper, one of the founders of advertising agencies in this country, and his partner, Mr. George W. Wayne, have lately sold their business at No. 41 Park-row Messrs. Geo. P. Rowell & Co. who are themselves advertising agents of wide reputation. Mr. Hooper was solicitor of advertisements for The Tribune at the time of its publication, but his energy and ambition soon led him to establish an agency of his own in Fulton-st., in 1842. Within ten years he achieved a handsome fortune. In 1853 Mr. Wayne became Mr. Hooper's assistant, and after six years of persevering industry, was taken to his partner, with a one-third interest, which was increased to one-half two years later. In 1860, the firm removed to The Times building, and since then their combined tact, industry and industry have carried them steadily upward in the career of fortune. During the eleven years of their partnership, they have done a business of \$2,000,000, their advertising last year amounting to ten times as much as it did 15 years ago. Several months will be spent in transferring the business of the old firm to the new purchasers.

Extract from J. Hooper & Co.'s Circular, Oct. 19, 1870.
With a view of securing to our patrons every care and attention which it has been our custom and pleasure to bestow, we have entered into an arrangement with the house of GEO. P. ROWELL & Co., which, as is well known, has for some time been considered as the head of the business. Controlling, as they do, the largest advertising patronage ever influenced by a single firm, their position enables them to secure more favorable terms than would be accorded to any of their numerous competitors.

Our customers will not, however, be called upon to do business with strangers. We remain, for many months at least, in the office we now occupy, No. 41 PARK-ROW, where our old corps of assistants will be found attending to their duties as usual.

Those of our patrons who favor us with business will generally find one of our firm ready to receive and make known to them the gentlemen with whom we have seen fit to enter into arrangements calculated to promote the best interests of all concerned, and who, as is well known, have for some years occupied adjoining rooms to ours in The New-York Times Building.

With many thanks for past patronage, and exhibiting a confidence of your favors, we remain, yours, &c.,

JOHN HOOPER & CO.

Extract from The Springfield (Mass.) Republican, Oct. 12, 1870.
GEO. P. ROWELL & Co. of New-York, the well-known and extensive advertising Agents, have purchased the Agency of John Hooper & Co. of the same city, an equally well-known and reliable firm, and, by the union of the two, will have by far the largest and most flourishing advertising establishment in the country; and it is as well managed in the future as in the past, it cannot fail to become still more gigantic and successful. Messrs. Rowell & Co. published the American Newspaper Directory, the most complete volume of the kind ever issued in this or any other country, and at their New-York office they keep on file more than five thousand periodicals, which are always open to the free use of their patrons who in New-York. Both the retiring partners of the late firm of J. Hooper & Co. are to remain with Geo. P. Rowell & Co. in some suitable, until their own business matters can be adjusted.

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CITY ADVERTISING.
CITY ADVERTISING.
CITY ADVERTISING.
WE MAKE A SPECIALTY
WE MAKE A SPECIALTY
WE MAKE A SPECIALTY

ATTENDING TO ADVERTISEMENTS
ATTENDING TO ADVERTISEMENTS
ATTENDING TO ADVERTISEMENTS

WHICH
WHICH
WHICH

ARE TO BE INSERTED
ARE TO BE INSERTED
ARE TO BE INSERTED

IN NEWSPAPERS
IN NEWSPAPERS
IN NEWSPAPERS

PUBLISHED
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IN

NEW-YORK CITY.
NEW-YORK CITY.
NEW-YORK CITY.

ADVERTISERS
ADVERTISERS
ADVERTISERS
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SENDING ORDERS
SENDING ORDERS

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CITY NEWSPAPERS
CITY NEWSPAPERS

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GEO. P. ROWELL & Co.
GEO. P. ROWELL & Co.
GEO. P. ROWELL & Co.

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CAN
CAN

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HAVE THEM PUT IN TYPE
HAVE THEM PUT IN TYPE

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AND

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A PROOF SHOWN.
A PROOF SHOWN.

WITH
WITH
WITH

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IF DESIRED.
IF DESIRED.

AN ESTIMATE OF THE COST.
AN ESTIMATE OF THE COST.
AN ESTIMATE OF THE COST.
BEFORE ORDERING.
BEFORE ORDERING.
BEFORE ORDERING.

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Established in 1842, being the first in New-York, consolidated with
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Established in 1842, being the first in New-York, consolidated with
Geo. P. Rowell & Co. in 1870.

WHEN ROWELL ABSORBED HOOPER

The first agency consolidation, as announced in the iteration style of the 1860's and '70's. (A double-column advertisement in the New York Tribune for November 28, 1870. Reduced one sixth.)

THE HISTORY AND DEVELOPMENT OF ADVERTISING

obtaining cheap space. Likewise, in that period of agate and nonpareil, he crusaded against the uniformity of appearance in advertisements:

To be able to insert an advertisement in a newspaper so as to afford the maximum of attraction in a minimum of space, or in other words, to so skilfully arrange a smaller advertisement that it shall produce as good results as a larger one, is an art which is not generally well understood by advertisers. Yet it becomes of vast significance when one is advertising extensively, and of no trifling import to those who advertise on a smaller scale.

The great point is of course to attract *attention*. A glaring display of type will not always accomplish this. Small advertisements, by reason of their oddity, are often more effective than larger ones, the style of which has become familiar to the eye. The advertisements in many of the papers all have a similarity of appearance. In glancing over several columns casually, one really sees nothing special. Like a block of houses all built alike, the reader in passing carries no impression of one as distinct from another. He merely remembers to have seen a block of houses, while the memory of no particular building rests on his mind.

The house organ in which the above appeared was the forerunner of *Printers' Ink*, which Mr. Rowell launched in 1888, the work of which in the forty years that have passed since its birth (with John Irving Romer as editor during practically all of that time) constitutes the largest single influence for betterment of methods and the spread of information on every phase of advertising. *Printers' Ink* is George P. Rowell's monument. a greater one than any stone and bronze record could be.

At a dinner given in his honor by the Sphinx Club when Mr. Rowell retired from business in 1905, Mr. Frank B. Noyes, president of the Associated Press, referred to Rowell's Newspaper Directory and its circulation exposures, and to *Printers' Ink*, when he said:

It is as a publisher that George P. Rowell has pre-eminently done the work that in my judgment entitles him to the thanks in the fullest measure of all those who believe that thanks are due to one who has been the main moving cause of the revolution that has raised the advertising side of the news-

ROWELL'S SERVICE RECOGNIZED BY PUBLISHERS

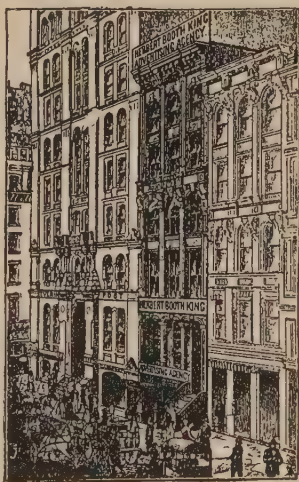
paper business above the level of the green goods game. Prior to his strenuous efforts it is true that here and there isolated newspapers had recognized an obligation to advertisers to make known to the buyers the measure of the goods they were selling, and on the other hand then and now many honorable newspapers did not regard it as compulsory nor in accord with their interests to make known the amount of their circulation. . . . Week by week, month by month and year by year he has pilloried the circulation liar relentlessly. . . . By this course a revolution has been wrought in the ethics of circulation statements. . . . For myself and my brother publishers I wish to put on record our deep appreciation of Mr. Rowell's great work in our behalf.

HERBERT BOOTH KING'S

ADVERTISING AGENCY.

Low Rates.
Prompt Service.
Personal Attention.
Facility in Composition.
Absolute Integrity.
Business-like Methods.

"Mr. King is a well-known and popular advertising agent, with whom we have always had the pleasantest business relations. In his present location he has superbly handsome quarters; may he continue to successfully pursue a business career already prosperous."
—*American Bazar, New York.*



Honorable Reputation.
Practical Experience.
Rapidly Growing Business.
Reputable Advertisements only.

"Mr. King has displayed marked ability and originality, and attained great success in his profession. His characteristics are strict integrity, fidelity to details, and an equitable regard for all interests coming into business intercourse with his office, which are the undoubted key of his success. He handles no questionable business."
—*The Saturday Evening Post, Phila.*

THE HANDSOMEST ADVERTISING OFFICE IN NEW YORK CITY.

Advertisers should send for my new pamphlet, giving special rates and combination prices, which will be mailed free upon application. This book is worth preserving as a work of art (typographically speaking), if for no other reason. Do not fail to send for prices before placing business elsewhere. Estimates cheerfully furnished. They cost nothing, and may save hundreds of dollars. My experience in pleasing many of the largest advertisers in the country encourages me to hope for your patronage. *Advertisements for Magazines and Weeklies a specialty.*

HERBERT BOOTH KING, 202 Broadway, New York.

WHAT THE ADVERTISING AGENCY OFFERED IN 1885

(From the back cover of Harper's Magazine for October, 1885.)

THE HISTORY AND DEVELOPMENT OF ADVERTISING

At the time of the dinner Printers' Ink was only seventeen years old. By far the biggest part of its work has been done since then. But even at the beginning of the twentieth century the profound effects of its influence were apparent. As president of the Sphinx Club and toastmaster at the Rowell dinner the author of this volume had the pleasure of saying to Mr. Rowell:

During the period of your active business life advertising has developed from a timid, unsystematic, hope-it-will-pay-me venture into one of the greatest commercial certainties whose aggregate, measured in dollars, is next in volume to the banking and insurance business of the country. In this wonderful development the one man who has ever been a dominating factor, whose personality has always stood for advancement and progress, who has always been on the firing line of controversy and discussion, is George P. Rowell. Through the columns of your Printers' Ink you have exercised a greater influence on the general subject of advertising, have developed and made more new advertisers than any other man who has ever lived. If credit is due to him who makes two blades grow where one grew before, you, our honored guest, are entitled to the respect, the admiration and the esteem of every man engaged in advertising or publishing in the United States.

CHAPTER XXXII

WHEN THE RELIGIOUS WEEKLY WAS THE LEADING MEDIUM

An outstanding feature of publication growth in the third quarter of the nineteenth century was the increase in number of religious weeklies. This had been brought about by the steady progress of religious revival and by the temperance movement, both a protest against the wide prevalence of drunkenness which figures in our social history of the period. It was the time, too, of Henry Ward Beecher, probably the greatest preacher America has ever known, whose influence had by 1870 been felt over the country through several decades.

Attempts to establish religious dailies were uniformly not successful; the New York World, born in 1859 as a religious daily, soon found this was not the right field; the one-year experiment of a pious and wealthy young Philadelphian with the New York Sun, which cost him between one and two hundred thousand dollars, was another example of failure. But in weekly publication success was less uncertain. By 1870 there were 400 weeklies classed as religious. Some had only 1,000 circulation, but a number of them had up to 75,000 and 100,000. The Advocate, the Methodist Sunday-school paper, attained a circulation of nearly 400,000. Weekly circulation of religious papers in 1870 was estimated at nearly 5,000,000. Secular dailies were estimated to circulate 2,600,000 copies a day and secular weeklies 10,000,000 copies each week. The 400 religious weeklies had an aggregate circulation which was half that of the more than 4,000 secular weeklies. Their influence was great, and advertisers used them liberally.

The religious weeklies varied in character. There were those that were quite orthodox. Others were newspapers, but chose only the news that was fit for readers piously inclined. A few tried to cater to a mixed class by printing religious matter in one section and the crime and scandal of the day in another. Most of the religious papers

THE HISTORY AND DEVELOPMENT OF ADVERTISING

took an active part in politics, and not a few engaged in controversies with rival publications, leading to personalities of a character not met with in a latter-day church weekly.

Readers of the religious papers were supposed to be the nicer people of the community and the more substantial ones from the tradesman's point of view. The Interior, the Independent, the Churchman, the Congregationalist, the Evangelist, or some other of the higher order of religious papers, was then found on the library table in homes which later were included in the circulation of our modern quality magazines. In the mass the reader of the religious paper was not so likely to be the slave of John Barleycorn and was presumed to have more money for expenditures at the grocery and clothing store and for family comforts and luxuries. On this theory much advertising went to these publications. Some advertisers used them because they wished their announcements to appear in an atmosphere of high-minded dealing. The church deacon who had a business that could be advertised was sure to be solicited, and he usually was glad to give his support. Most of these papers accepted the same classes of advertising that went into the secular papers, including patent medicines. The first magazine schedules were made up of religious weeklies, and they were an important influence in the development of both mediums and advertising agencies.

The panic of 1873 affected advertising revenue for a time but appears not to have slowed up the establishment of new papers. Many compositors whose services were temporarily dispensed with by metropolitan newspapers in the necessity for trimming expense took the opportunity to go out and establish a country weekly, getting their equipment for the most part on credit. In 1876 George P. Rowell had 8,129 newspapers on file at the Philadelphia Centennial Exposition. That was an increase of more than 50 per cent. over the number of publications seven years previously, when the first newspaper directory was issued. In Rowell's newspaper building the visitor from any place in the United States could sit down and read the newspaper from his home town. Here was physical evidence under one roof of the great spread of the public press. In that immense file of newspapers the advertiser saw vividly the possibilities for reaching the public with his message.

THE CENTENNIAL A MILESTONE IN PROGRESS

✓ The Centennial was a revelation in the industrial progress which the United States had made and in the greatness of our natural resources. It gave new impetus to many lines of activity, helping to overcome effects of the panic. One great good came from the exhibits of foreign manufactures—a realization that, while we excelled in labor-saving machinery and quantity production, our quality usually was not equal to the European. The result was a general and successful effort by American manufacturers to improve quality.

To the decade in which the Centennial was held we are indebted also for the beginnings of an electrical development that in the next fifty years was to transform industry, influence profoundly nearly every occupation, and make life infinitely more comfortable for the whole population. The electric dynamo as a practical source of electricity dates from 1870; the Bell telephone was patented in 1876; Edison gave the world the incandescent lamp in 1879. None of these tremendously important inventions came into common use until a decade or more later, and then advertising began to aid and spread the message of electric power and light until every man, woman and child benefited, directly or indirectly, every hour of their lives.

Use of the typewriter was being extended with the aid of newspaper advertising; one need but picture modern business attempting to function with hand-written letters to realize the importance of the "type writer," as it was then called, usually with quotation marks.

The speed with which everything was developing is indicated by a few figures. Railroad mileage grew from 30,000 in 1860 to 93,000 in 1880. This expansion in transportation facilities made our Western states the granary for the world; exports of wheat in 1880 were twenty-one times the figure of 1860. Number of farms increased from 2,000,000 in 1860 to 4,000,000 in 1880; where one man in 1830 harvested a bushel of grain he now with the aid of machinery did fifty bushels. The value of manufactures rose from \$1,885,000,000 to \$5,369,000,000. One item of particular significance to advertising was ready-made clothing; the annual value of this product increased from \$80,000,000 in 1860 to \$209,000,000 in 1880.

Doubling and trebling in transportation, agriculture and manufactures had the natural result of adding to the purchasing power of the people and widening the interest in and volume of advertising.

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Another developmental influence which began to be important in the '70's was the mail-order business.

In Augusta, Me., there was an ambitious boy who answered advertisements for agents and sold to his townspeople the various small articles supplied him. He saw that the man who sold to him was making more money than he was. After search and experiment he found his product in a washing-compound recipe. He printed the forty-word recipe on slips and advertised for agents. The agent paid \$10 a hundred, or \$25 a thousand, for a recipe marked "Price \$1.00." The recipe was sold under an agreement that the purchaser bought it for his own use only and would not reveal it to others. Ingredients were easily obtained at the drug store, and as the compound really did help the housewife in her family washing, the printed slips sold well.

In 1870 George P. Rowell & Co. received an inquiry from Augusta about the cost of a brief advertisement in a considerable list of papers. Correspondence made it apparent the inquirer was serious, and Mr. Rowell braved winter weather in Maine to interview the prospect. In a barnlike room over a store he found a youth and a half-dozen girls opening quantities of mail. Mr. Rowell doubted that purchasers would keep a promise not to reveal the recipe or that agents would not do their own printing after obtaining a copy. The businesslike young man replied crisply that his experience had taught him otherwise. Nevertheless Mr. Rowell thought it advisable to ask cash in advance for an \$1,800 expenditure. It was promptly produced.

The youth who worked in a room that looked like a waste-paper plant was E. C. Allen, a future "mail-order king." A few months later he appeared at the Rowell office in New York and gave an order for a campaign to cost \$30,000. Rowell made the requirement of \$10,000 cash in advance, which Allen met with the movement of a hand in and out of his coat pocket. The mail-order pioneer asked how much discount he could have if he paid the remainder in advance. The answer was 5 per cent. That was worth saving, said Allen, and drew from his pocket additional bank drafts for \$19,000.

From the washing-powder recipe E. C. Allen went into the sale of engravings and chromos, printing these in quantities which enabled his agents to sell for a dollar or less a print that had been costing \$20



THIS IS A PICTURE OF THE
"TYPE WRITER,"

A MACHINE NOW SUPERSEDING THE PEN. IT IS MANUFACTURED BY REMINGTON, E. REMINGTON & SONS OF ILION.
 IT IS THE MATE OF A SEWING-MACHINE, AND IS AN ORNAMENT TO AN OFFICE, STUDY, OR SITTING-ROOM.
 IT IS WORKED BY HAND, SIMILAR TO A PIANO, AND WRITES FROM THIRTY TO SIXTY WORDS PER MINUTE—MORE THAN TWICE AS FAST AS THE PEN—IN PLAIN TYPE, JUST LIKE PRINT.
 ANY ONE WHO CAN SPELL CAN BEGIN TO WRITE WITH IT, AND AFTER TWO WEEKS' PRACTICE CAN WRITE FASTER THAN WITH THE PEN.
 IT IS WORKED WITHOUT EFFORT, AND IS NOT LIABLE TO GET OUT OF ORDER.
 IT IS ALWAYS READY FOR USE, DOES NOT SOIL THE DRESS OR FINGERS, AND MAKES NO LITTER.
 IT IS CERTAIN TO BECOME AS INDISPENSABLE IN FAMILIES AS THE SEWING-MACHINE.
 HUNDREDS HAVE COME INTO USE IN THE LAST FEW MONTHS IN BANKING, INSURANCE, LAW, AND BUSINESS OFFICES, IN THE GOVERNMENT DEPARTMENTS IN WASHINGTON, AND IN PRIVATE FAMILIES, GIVING EVERYWHERE THE HIGHEST SATISFACTION.
 EDITORS, AUTHORS, CLERGYMEN, ALL WHO ARE OBLIGED TO UNDERTAKE THE DRUDGERY OF THE PEN, WILL FIND IN THE "TYPE-WRITER" THE GREATEST POSSIBLE RELIEF.
 YOUNG PERSONS ACQUIRE ITS USE WITH WONDERFUL EASE AND INTEREST. IT FASCINATES THEM, AND THERE IS NO DEVICE COMPARED TO IT FOR TEACHING CHILDREN TO SPELL AND PUNCTUATE.
 THERE IS, THEREFORE, NO MORE ACCEPTABLE, INSTRUCTIVE, OR BEAUTIFUL

CHRISTMAS PRESENT

FOR A BOY OR GIRL.
 AND THE BENEVOLENT CAN, BY THE GIFT OF A "TYPE-WRITER" TO A POOR, DESERVING YOUNG WOMAN, PUT HER AT ONCE IN THE WAY OF EARNING A GOOD LIVING AS A COPYIST OR CORRESPONDING CLERK.
 NO INVENTION HAS OFFERED FOR WOMEN SO BROAD AND EASY AN AVENUE TO PROFITABLE AND SUITABLE EMPLOYMENT AS THIS "TYPE-WRITER," AND IT MERITS THE CAREFUL CONSIDERATION OF ALL THOUGHTFUL AND CHARITABLE PERSONS INTERESTED IN THE SUBJURY OF WORK FOR WOMAN.
 THESE GIRLS ARE NOW TRAINING FROM \$10 TO \$30 PER WEEK WITH THE "TYPE-WRITER," AND WE CAN AT ONCE SECURE GOOD SITUATIONS FOR ONE HUNDRED EXPERT WRITERS OR IT IN COUNTING ROOMS IN THIS CITY.
 THE PUBLIC IS CORDIALLY INVITED TO CALL AND INSPECT THE WORKING OF THE MACHINE, AND OBTAIN ALL INFORMATION AT OUR SHOW-ROOMS.

No. 707 Broadway.

LOCKER, YOST & BATES.

COPYING WANTED.

CLERGYMEN, BUSINESS MEN, ACTORS, AND AUTHORS, WHO HAVE COPYING TO DO, WILL CONSUME THEIR INTEREST BY RELINQUISHING IT TO US. WE CAN DO IT AT HALF THE PRICE THAT IT CAN BE DONE WITH THE PEN, IN GOOD, CLEAN TYPE, AS PLAIN AS THE PLAINEST PRINT.
 WE ARE NOW DOING COPYING FOR ALL THE THEATERS IN THIS CITY.
 ADDRESS "COPYING DEPARTMENT," 707 BROADWAY.

AGENTS WANTED.

WE WANT A GOOD LIVE AGENT IN EVERY COUNTY IN THE UNITED STATES TO SELL THE "TYPE-WRITER."
 IT IS A SAFE, SURE, AND PROFITABLE BUSINESS.
 ADDRESS, FOR FULL PARTICULARS,

"TYPE-WRITER,"

No. 707 Broadway.

THE TYPEWRITER WAS NEW AND STRANGE

A four-column advertisement for the Remington in the New York Tribune for December 8, 1875. One of the largest and most compelling advertisements in the papers of that period. (Reduced about one half.)

THE HISTORY AND DEVELOPMENT OF ADVERTISING

at retail. With these Allen also traded for newspaper space, the newspaper publisher using the engravings of famous paintings as subscription premiums.

Allen's next step was to establish a periodical, which he distributed free to mailing lists. This was the first of an important group of publications known as "mail-order journals," some of which attained a circulation of more than a million. Examples which later became jammed with "Agents Wanted" and other mail-order advertising are *Comfort* and the *Vickery-Hill* list at Augusta, *Grit* at Williamsport, Pa., and the *Blade and Ledger* at Chicago.

Printing of mail-order journals and catalogs at Augusta grew into an industry so important that leaders in the business became the political power in the state and an important influence in national affairs. E. C. Allen helped show the way toward that immense volume of direct-mail business which before the end of the century made concerns like *Montgomery Ward & Co.*, and *Sears, Roebuck & Co.*, large factors in the total volume of all American business.

There were, of course, price lists before 1870. As far back as the seventeenth century we find London shopkeepers printing a list of prices on the shopbill which was then their advertising method. But the first mail-order catalog that went beyond a leaflet probably was the one issued by *Montgomery Ward & Co.*, in 1872, the year this company was founded in Chicago with \$2,400 capital contributed by A. Montgomery Ward, a traveling salesman for a dry-goods house, and his friend George R. Thorne. It was 3½ by 7 inches and contained a hundred pages, in which were listed several hundred articles with prices. *Butler Brothers*, wholesalers, selling to the trade by mail, issued a catalog from Boston in 1878 listing a number of articles that could be retailed at 5 cents. The 1-cent postcard, which came in 1873, and the 2-cent letter rate, 1883, each gave impetus to the direct-mail business. Post Office Department liberality in the 1880's and '90's in permitting the circulation at second-class pound rates of publications that were sent without price, or at a nominal price, also was an aid in expansion of the mail-order journals and the direct-mail business. The mail-order houses soon became the largest individual users of the mail.

From the price-list beginnings in Augusta, Chicago and Boston

MAIL-ORDER BUSINESS CONTRIBUTES TO METHODS


have grown the huge modern 1,100-page mail-order catalog covering about every human or animal need, including a complete ready-made house in a variety of sizes and designs. (In 1927 one house, Sears, Roebuck & Co., distributed 75,000,000 catalogs, including 15,000,000 of the large general catalogs and 23,000,000 of the semiannual sales catalog, and sent out 10,000,000 circular letters. Sales of the two leading mail-order houses—Sears, Roebuck & Co., and Montgomery Ward & Co.—in 1927 exceeded a half billion dollars.)

Included in the benefits that have accrued from the mail-order business are several of importance in the development of advertising technique. In the need for illustrations that picture the fine-line detail of a product and present a true idea of it, the mail-order houses developed art methods that were adopted by advertisers in general, to the great advantage of advertising as a whole. It was in the mail-order catalogs also that color work was first done with success. The discovery that four pages in color would sell as much of the same goods as twelve pages in black and white was made by the mail-order houses. The relative attention value of different colors was determined by them in a series of experiments. They were the first to make a success of process color work, and in this and other phases of printing did laborious and expensive experimenting valuable to all

FREE CODEY'S LADY'S BOOK.
Any person sending their subscription of \$2 for CODEY'S for 1887, can have their subscription commence with the JANUARY issue, in which begins Miss Rose Elizabeth Cleveland's story, and if sent within **twenty days from date of this paper**, with mention of name of this paper, the November and December numbers containing the first chapters of "**WHY DID HE DO IT?**" and "**A L. gal Foster**," will be sent **FREE**, when sent direct to CODEY'S LADY'S BOOK, Box H H, Philadelphia, Pa.


BOOK AGENTS WANTED for **PLATFORM ECHOES** OF LIVING TRUTHS FOR HEAD AND HEART, *By John B. Gough.*

His last and crowning life work, brim full of thrilling interest, humor and pathos. Bright, pure, and good, full of laughter and tears. It sells at sight to all. To it is added "The Life and Death of Mr. Gough," by Rev. LYMAN A. BOTT. 1000 Agents Wanted—Men and Women. \$1.00 to \$2.00 a month made. **Distance no hindrance** as we give **Extra Terms and Pay Freight**. Write for circulars to **A. D. WORTHINGTON & CO., Hartford, Conn.**

Price 196

WE SELL DIRECT TO FAMILIES (avoid Agents and Dealers' waste profits and expenses double the cost of every piano they sell) and send this **First-Class Large Size, 1 1/4 Octave Rosewood Piano, Warranted 6 years, for \$196!** We send it—with beautiful Cover and Booklet—on Trial in your own home before you buy. **SEND FOR CIRCULARS TO**
Marchal & Smith, 234 East 21st St., N. Y.
—ESTABLISHED 1859. INCORPORATED 1877.—

IDEAL BRUSHES
THE FLORENCE DENTAL PLATE BRUSH, absolutely indispensable if you wear Artificial Teeth. **The Prophylactic Tooth Brush,** adults' and children's sizes, recommended, by all the leading dentists. For sale by all dealers. Circulars on application to **Florence Mfg Co., Florence, Mass.**

MUSIC **PROF. RICE'S SELF-TEACHING SYSTEM.** All can learn music without the aid of a teacher. Rapid, correct. Established twelve years. **TAUGHT.** Notes, chords, accompaniments, thorough bass laws, e. c. Ten Lessons 10c. Circulars free. **G. S. RICE MUSIC CO., 242 State Street, CHICAGO.**

 **Glittering Gold Quartz**
Just as taken from the Mines in the Rocky Mountains, made into beautiful Scarfpins. To quickly introduce, price only 33c., post paid. Address, **H. H. TAMMEN, Mineralogist, DENVER, COLO.** Send Stamp for large list, entire line of Mineral Cabinets, Agate Novelties, Indian Relics, etc. Trade Supplies
350 **SCRAP PICTURES, Ornaments & Book of Poems, 12 Fun Cards, 40 New Samples, 10c. F. AUSTIN CO., New Haven, Ct.**

MAIL-ORDER ADVERTISING IN 1887
(Ladies' Home Journal)

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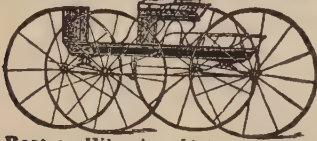
THE BRADLEY HANDY WAGON



THE BRADLEY HANDY SURREY



THE BRADLEY HANDY Buck Board



The Best on Wheels. Light, strong, convenient and low priced. Handy to get into and out of. Handy for single horse or pair. Handy for one person or more. Handy to load or unload. Send for Free Circular, "How to purchase direct from the manufacturer."

BRADLEY & CO. SYRACUSE, N. Y.
22 College Pl., New York.
82 S. Market St. Boston.

BEFORE THE DAY OF THE "HORSE-
LESS CARRIAGE"

Buggies were sold by mail in the 1880's and earlier. This one was "handy" in every respect.

progress of advertising mediums published in his home state, of which he kept himself informed after his removal to Philadelphia.

periodical publications. In type and its economical arrangement catalog houses made further important contributions to advertising technique, their activities extending even to type designing. Altogether, in the mechanics of advertising the mail-order catalog has been a toiler whose step-by-step improvement in technique has been a constant guide for other advertisers.

Allen and his imitators in Maine undoubtedly were primarily responsible for the entrance of Frank A. Munsey into the magazine publishing field with a list of ten-cent periodicals that made their mark and led to his subsequent activity in the daily newspaper field. Munsey came from Maine, and his ambitions when a young man were influenced by the publishing successes he saw at home. Cyrus H. K. Curtis, who was born in Maine and lived there until 1875, doubtless also was impressed by the

CHAPTER XXXIII

PATENT-MEDICINE WAVE AT ITS CREST

Barbaric or civilized, the human species has always been more or less under the influence of the medicine man—he who drives out evil spirits of one kind or another. An offer to ameliorate aches and pains has ever been sure of response. The possibilities for self-advancement through exploitation of this decided inclination of human nature was an early discovery by the more astute members of the community.

For nearly three centuries the patent medicine was the *vade mecum*, the always-with-me, of advertising. The first “puff,” which appeared in a German newsbook in 1591, announced the discovery of a mysterious and wonderful curative herb. In France and England the quacks, who have a much longer history than advertising, were the quickest to appreciate the printed word as an aid to selling.

First purveyors in England of those popular beverages, coffee and tea, chose the potent “patent-medicine appeal.” A handbill printed in 1652, of which there is a copy in the British Museum, advises people to come to Pasqua Rosee’s coffee house and partake of the liquid of “the berry called coffee,” which “groweth upon little trees only in the desert of Arabia” and is good against sore eyes, headaches, rheums, consumptions, coughs of the lungs, running humours, king’s evil, spleens, hypocondriac winds, stone, gout, dropsy, scurvy.” One of the earliest English newspaper advertisements, as mentioned in the chapter on English newsbooks, was for “that excellent and by all Physicians approved China drink called by the Chineans *Tcha*, by other nations Tay alias Tee,” a beverage which likewise owed its initial popularity to claims that it was a remedy or preventive against a long list of common human ills.

The monarchs of England “cured” scrofula, or king’s evil, by touching the sufferer with the royal fingers and employed advertising in

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making announcement of dates for the King's touch. Kings were no less susceptible than their subjects to promises of relief, and the eighteenth-century patent-medicine man was among the purveyors to the royal household who made capital of his privilege. In one of the chapters on English advertising has been mentioned a shopbill printed during the reign of George III which pictures a medicine vendor kneeling before the King and describes the scene as "His Majesty on the Esplanade at Weymouth graciously accepting a box of Ching's Patent Worm Lozenges which was presented to him as a patent medicine."

Like most of our early advertising ideas, exaggerated patent-medicine copy came to us from England, where it was highly developed before America had its first newspaper. The early English newspapers were supported in a large measure by the advertising of medicinal preparations, and beginning with the Boston News-Letter in 1704 thousands of American newspapers and periodicals found in the proprietary medicine a source of revenue that in many cases was vital to a continuance of publication. It is said that it was a large contract from the makers of Brandreth's Pills that enabled James Gordon Bennett to resume publication of the New York Herald after the great fire of 1835 had destroyed the Herald plant. Files of the Herald show frequent appearance of a long advertisement for these pills, which were widely known in the early decades of the nineteenth century and in 1928 are still being sold.

Even several hundred years ago there doubtless were remedies, advertised and not, that had merit. There is no intention to put all advertised proprietary medicines in one class. Indeed, there are and always have been advertised medicines of true worth, and it is their advertising that has suffered more than any from the distrust caused by the claims of concoctions of little or no value.

In the United States patent-medicine advertising is divided into two periods—before and after the Civil War. Previous to 1865 proprietary-medicine advertising had reached a volume which constituted more than half the lineage in many papers. It was not unusual to see most of the first page covered with this class of announcements, and there were instances of all of the front page being occupied by them. The oldest medicine advertiser probably is J. C. Ayer & Co., of Lowell,

WAR MAKES A HOST OF PATENT-MEDICINE BUYERS

Mass., founded, like many others, by a druggist on a home-made prescription. Ayer's "Cherry Pectoral" was well known in the 1850's and was followed through the century by a succession of "Ayer's" pills, sarsaparillas and other forms of medicine. Nearly a hundred years after the first Ayer preparation was put out the various articles sold under this name continue to be in demand at the drug store.

While the patent-medicine industry was large before 1860, it became tremendous after the Civil War. The exposure of camp life, effects of wounds, and an assortment of chronic ailments acquired by men during the war created for the patent-medicine manufacturer a multitude of very receptive customers, each of whom became a nucleus for the spread of self-treatment in the community. The "great patent-medicine craze" followed and grew through the '80's and '90's.

Among the first to see opportunity in the impaired health of returned Civil War soldiers was Dr. H. T. Helmbold, whose advertising of Buchu was so widespread and persistent that his name became truly a household word. Illustrative of the fame he obtained through advertising is the story of the old lady in up-state New York who, hearing about the unveiling of a statue to Von Humboldt, asked, "Was the doctor present?" Helmbold was but one of many that gained almost equal prominence through advertising.

In the sale of remedies the name of the product or a phrase in the copy appears to have been often the deciding factor between success and failure. Alliterative names, like Radway's Ready Relief, made success surer. Mystery and suggestion of the supernatural were effective. One advertiser was facing failure when a piece of copy went out in which he said the remedy had been "revealed to him in a providential manner." After that the orders rolled in.

In the advertising of Drake's Plantation Bitters, one of the greatest sellers of the '60's and '70's, appeared the mysterious letters "S. T. 1860 X." The meaning of this combination became the subject of so much discussion that the bitters sold largely through the cryptogram. This success probably was responsible for the common practice afterward of using initials and numerals, which had the additional value of being easily remembered. Demand for preparations depended not

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only upon the amount of advertising but the method. In medicines, two articles of equal merit making the same expenditure for advertising would have fortunes widely different because one lacked the potency of name, phrase and method, while the other had the advantage of being managed by a man of keen advertising sense.

"S. T. 1860 X" was vividly remembered by George P. Rowell. In his reminiscences he left us also some other interesting information and observations on the great patent-medicine era, especially on the profits that were made:

A conspicuous feature of the Plantation Bitters advertising was a mysterious combination of the letters and figures which read "S. T. 1860 X." and which was displayed everywhere, and puzzled everybody. There were many inquiries "What do they mean?" and as many explanations. One most commonly given was, "Started trade in 1860 with ten dollars' capital." Mr. Drake and his partner, Mr. William P. Ward, the present head of the Lyon Manufacturing Company, owners of the old trademarks, Lyon's Kathairon, Hagan's Balm and Mustang Liniment, always asserted that there was really no meaning attached to the combination. It was said to be simply an advertising scheme to make people ask questions; but when I knew that Santa Cruz rum was the basis of the Bitters, and noted that if the figures 1860 were substituted for the letters c-r-o-i, in the word St. Croix, I have thought that those facts and conditions might be a partial elucidation of the riddle; still Mr. Drake always insisted that it meant positively nothing. Such combinations do come to have an advertising value, as is evidenced by the three R's of Radway's Ready Relief, the three S's of Swift's Syphilitic Specific, the double B of Burdock Bitters, the P. P. P. of a certain kidney remedy, the C. C. C. of Cascarets Candy Cathartic, and dozens of others that might be mentioned.

It is sometimes said that the sale of a proprietary article, after being once established, never entirely ceases. Hostetter's Bitters, introduced about the same time, are said to sell now about as well as ever, and to have been the most profitable "medicine" ever put on the market. Col. Hostetter, when he died, left a fortune of eighteen million dollars, which nearly or quite equaled that left by Dr. J. C. Ayer of Lowell, Mass., who began business earlier, owned many preparations and advertised ten times as much.

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Demas Barnes, who owned "S. T. 1860 X," became a millionaire. For three years he ran a daily newspaper in Brooklyn in opposition to the *Eagle*.

Warner's Safe Cure owed its name to the fact that a safe salesman went into the patent-medicine business and got an inspiration from the article he was selling. Instead of paying cash for space in the newspapers the traveling Warner representative offered a safe, and many country newspaper offices became equipped with heavy strong boxes for which they had little or no real use. Warner's advertising cost little because he would barter with the publisher for his lowest price and then offer him a safe at the regular list price in payment. As there was at that time a discount on price-list figures on safes of about 70 per cent., the advertising cost but little in actual cash. The advertising department of this company is credited with inventing the news-head advertisement which became so common in the 1880's, a style in which the advertiser set his advertising in imitation of the paper's head and text type and gave it a news heading that did not reveal its true nature. Such an advertisement might carry a head "Drops 'Dead' in Street," followed by a story of the gathered crowd and the climax when a fresh arrival after glancing at the fallen man runs to a drug store for a bottle of So-and-So medicine and with one dose revives the dead.

Patent medicine made up a very large percentage of the advertising in the several hundred religious papers in the '70's and later, and many of these periodicals doubtless owed their existence in part to a desire to spread the medicine manufacturer's message of good cheer. The temperate readers of the religious weeklies, who abhorred the saloon and its wares, may not have been aware of the high alcoholic content of bitters. In any event, goodly numbers of them found in the bitters something that their "stomach trouble" required with regularity. Symptoms of overeating or incorrect diet, common in those days to the point of universality, appeared serious after reading the symptoms of a real disease, and pills, tablets and liquids were taken habitually by millions of people. In the country drug store it was not unusual for the purchaser of bitters to open the bottle and take a deep draft at the counter.

The black sheep of the proprietary family, the "cures" for "lost

WARNER'S CURE.

HOW A LIFE WAS SAVED.

THE LIFE OF Chas. S. Prentice **SAVED** BY THE USE OF **WARNER'S** **SAFE** KIDNEY and LIVER **CURE.**

The following letter proves that
**BRIGHT'S DISEASE, in its worst
form, IS CURABLE:**

TOLEDO, O., Sept. 25, 1879.

Messrs. H. H. WARNER & Co., Rochester, N. Y.—
Gentlemen: Having escaped death from Bright's dis-
ease by the use of your Remedy, I feel it a duty not
only to acknowledge my gratitude to you personally,
but also to bring my case before the public, and have
those who are suffering similarly to judge whether a
medicine not prepared by the "regulars" will cure
this frightful malady or not.

In the summer of 1872 I was first taken ill with
symptoms which, I was informed, were those of
Bright's disease. I went to Marquette, Mich., and
called to my aid a physician of noted ability. After

WHEN THEY ALL WERE "CURES"

Patent-medicine advertising in the 1870's and
1880's. (Reproductions are from a Cincinnati
newspaper for a date in 1879.)

ST. JACOBS OIL.

St. Jacobs Oil

CURES RHEUMATISM.
CURES RHEUMATISM.
CURES RHEUMATISM.

CURES NEURALGIA,
CURES NEURALGIA,
CURES NEURALGIA.

CURES PAINS.
CURES PAINS.
CURES PAINS.

SORENESS AND STIFFNESS,
SORENESS AND STIFFNESS,
SORENESS AND STIFFNESS.

HEALS CUTS AND SORES.
HEALS CUTS AND SORES.
HEALS CUTS AND SORES.

ST. JACOBS OIL.

The Great German Remedy, is the most wonderful
pain relieving and healing remedy ever discovered,
Druggists and Dealers in Medicine sell it

At 50 CENTS A BOTTLE.

Directions in eleven languages accompany each
bottle.

11

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manhood" and alleged remedies for venereal disease ran riot in nearly all classes of media in the last half of the nineteenth century and were responsible for most of the disrepute which surrounded the industry.

Among the medicines for women Lydia Pinkham's Female Compound probably gained the widest popularity. It was not a success, however, until the "right" advertising method was devised. Lydia Pinkham's picture, published in this advertising, made her face one of the most familiar in America through several generations. The name of Dr. Kilmer, of Swamp Root fame, was known to illiterate mountaineers who found it difficult to remember the name of the chief executive of the nation. There were others, dozens of them, meritorious and otherwise, which attained the degree of fame that makes the stage comedian confident an allusion will not be missed by his audience.

Heavy demand for patent medicines in the Southern states led to a concentration of a large part of the industry there. The climax, at the end of the century, was the pointing finger and "You!" of Dr. Munyon. Peruna outdid all predecessors in volume of advertising and at the height was the most widely known trade name in the United States. It is said that one leader was a comparative failure as a cold cure and became "big" only after it was advertised for stomach trouble. Knowledge that about 90 per cent. of the American people are troubled with digestive disturbance of some kind has given the drug trade a myriad preparations.

Great fortunes were built on patent medicines. Among present-day social leaders in various communities are not a few who owe their wealth and position to a father's or grandfather's success in the "patents." In the heyday of the article there was much talk about the "big mansions, beautiful wives and fine equipages" of the heads of the industry. They were not, however, received in the highest social circles. To the more intelligent members of the community there was apparent a fraud and an exploitation of the ignorant that made the nostrum manufacturer a person whom those engaged in more proper activities did not care to meet socially.

When this book shall have been long out of print the American people doubtless will still be buying proprietary articles whose advertising began in the preceding century and which have a standing with

MANY PATENT MEDICINES APPROVED BY DOCTORS

the public not enjoyed by all drugs and tonics that have come under the classification "proprietary." Medicinal preparations may be put into three classes: those that are worthless, those that doctors have a difference of opinion on, and those that, though advertised, are approved by the medical fraternity and prescribed.

The disesteem in which patent-medicine advertising was held extended in a measure to advertising as a whole, to which the lurid and dominating nostrum copy gave a tinge of its strong color. To many "advertising" was synonymous with "patent medicines." Where the copy was of a persuasive character this often was justified, for much of the advertising of the last half of the nineteenth century, especially that of retail stores, was written according to the ethics of the man who believes, or pretends to believe, that *caveat emptor* is everybody's rule of conduct. He formed a larger percentage in the business classes then than he did after it was found that this policy was not the most profitable.

Writers on social development have shown a disposition to blame the entrance of the middleman for the era of widespread deception that came in the last half of the nineteenth century. Their idea is that when through this evolution of distribution the maker of an article ceased to have direct contact with the consumer or retailer he became less scrupulous and put out shoddy goods which were sold at quality prices. That may have been the case in many instances. Barnum's success and the good-natured tolerance of his showman's methods had a deep influence on ethics of the period. "It's good business" became the excuse for deception that the perpetrator triumphantly related to his cronies over the card table and for which he was given an admiring slap on the back. The grocer who called down to his son directions to

NEWBRO'S HERPICIDE

The Original Dandruff Germ Destroyer

A "HAIR-SAVER"
that grows in popularity.



Careful people now consider it a duty to use a scalp antiseptic, as it insures cleanliness and freedom from dandruff microbes.

The refreshing quality and exquisite fragrance of Newbro's Herpicide makes this "duty" a pleasure.

Herpicide will not grow hair—nature does this—but by destroying the enemies of hair growth it cures dandruff and stops falling hair.

Delights the ladies by keeping the hair light and fluffy, and by giving it a silken gloss. Contains no oil, sediment, stain or dye.

Stops itching of scalp instantly.

At druggists or direct, \$1.00.

Five 2c. stamps bring sample.

THE HERPICIDE CO., Dept. T, Detroit, Mich.

Chronic baldness is incurable, save your hair with

NEWBRO'S HERPICIDE

4 FAMOUS ADVERTISEMENT

THE HISTORY AND DEVELOPMENT OF ADVERTISING

sand the sugar and water the vinegar and come up to evening prayer had his counterpart in many lines of business.

Character of a concern's advertising was of course but a reflection of the character of the advertiser. Yet somehow the tool got more of the onus than the man who employed it. The chisel was blamed because burglars were using it. Professional writers who were engaged to do legitimate advertisements were likely to stipulate that it should not become known that they had anything to do with advertising.

There was a time when many lawyers were regarded as crooks and a period when most physicians were fakers. Advertising likewise has had its period of distrust. Men of the 1880's who were building the foundation for twentieth-century advertising labored under the handicap of a rather too common prejudice that failed to differentiate between the faker and the legitimate advertiser.

Among the men doing big work during that period was Daniel M. Lord, who founded the Lord & Thomas advertising agency in the '70's. Lord & Thomas probably did more than any other advertising agency to bring manufacturers to advertising and change the complexion of printed salesmanship. An anecdote illustrates the "acceptance" which advertising then had.

Mr. Lord was on his way to see a new client, a manufacturer in Cleveland. On the train a salesman for a lubricant company engaged him in conversation. After giving Mr. Lord his life history in smoking-car detail and a lengthy description of the size and importance of the concern he was calling on in Cleveland he asked, "And what is your business?"

"I'm an advertising man."

"An advertising man!" The worldly wise salesman did not conceal his disfavor. Mr. Lord attempted to picture the important part that advertising already had in business and the big rôle it was destined to play. The salesman lost his temper and exclaimed:

"It's a cheap business! You'll never get any straight concern interested in it. Why, you fellows are no better than 'Mike' McDonald or 'Al' Hankins" (two notorious Chicago gamblers).

After a moment's silence Mr. Lord asked quietly, "Whom did you say you were going to see at the plant?"

"The superintendent—I'm going to take him to lunch."

LOTTERIES ANOTHER REPROACH IN EARLY DAYS

“I’m going to the same place, and my appointment is with the president of the company. That’s the difference between the grease business and the advertising business.”

Advertising by lotteries was another use that created prejudice. Lotteries were, of course, once fully approved and were utilized by governments to raise funds for public purposes. Yale and Harvard have, or had, buildings that were erected by means of the lottery. There were state buildings in this country that would have been long postponed but for the lottery method of raising money. The demoralizing effect of the lottery on character was not realized, or was ignored, until after the close of the eighteenth century. England abolished lotteries in 1826 and various other countries in the succeeding fifteen years. In the United States, the states of New York and Massachusetts were the first to forbid them, in 1833. By 1860 all states had placed the prohibition except Louisiana. (In 1928 lotteries are still permitted in several European countries, where they are a state monopoly.)

The Louisiana State Lottery had a charter which ran to 1893, and its operations were a national scandal. Lottery tickets and literature were not forbidden the mails until 1890. In the meantime the advertising of the Louisiana Lottery became, like the nostrum, a reproach to advertising. To those who were laboring to bring advertising out of the existing state, to dignify it and obtain fuller and more desirable recognition of its powers, the lottery copy was another embarrassment.

In New York one of the principal advertising agencies was owned by two men. One had obtained the advertising account of the Louisiana Lottery. The other found this to be a liability when he attempted to interest manufacturers in his agency; they did not wish association with the Louisiana Lottery. He suggested in vain to his partner that he give up the Louisiana business. Finally he wrote a note on an office letterhead: “We must reach a decision.” On the letterhead appeared the names of the two men, each in a top corner. The recipient replied by tearing off the corner that carried his name and returning the note. Thus one agency cleaned house.

But if patent medicines, lotteries and fakery in general gave disrepute to early advertising they also helped establish advertising, for

THE HISTORY AND DEVELOPMENT OF ADVERTISING

it was their big successes that revealed the potentialities of selling through print. They nursed mediums. They developed copy and

Plans of our Daily Drawing can always be seen at all times at all branch offices.

UNPRECEDENTED ATTRACTION!
OVER TWO MILLIONS DISTRIBUTED.

L.S.L.

Louisiana State Lottery Company.

Incorporated by the Legislature for Educational and Charitable purposes, and its franchise made a part of the present State Constitution, in 1879, by an OVERWHELMING POPULAR VOTE.

To Continue Until January 1, 1895.

Its GRAND EXTRAORDINARY DRAWINGS take place Semi-Annually (June and December), and its GRAND SINGLE NUMBER DRAWINGS take place in each of the other ten months in the year, and are all drawn in public, at the Academy of Music, New Orleans, La.

Famed for Twenty Years for Integrity of Its Drawings and Prompt Payment of Prizes. Attested as follows:

"We do hereby certify that we supervise the arrangements for all the Monthly and Semi-Annual Drawings of The Louisiana State Lottery Co., and in person manage and control the Drawings themselves, and that the same are conducted with honesty, fairness, and in good faith toward all parties, and we authorize the Company to use this certificate, with fac-similes of our signatures attached, in its advertisements."

E. J. Emery

J. A. Emery

COMMISSIONERS

We, the undersigned Banks and Bankers, will pay all Prizes drawn in the Louisiana State Lottery, which may be presented at our counters.

R. M. WALMSLEY, Pres. La. Nat. Bank.

P. LANAUX, Pres. State Nat. Bank.

A. BALDWIN, Pres. N. O. Nat. Bank.

CARL KOHN, Pres. Union Nat. Bank.

Grand Monthly Drawing

WILL TAKE PLACE AT THE

Academy of Music, New Orleans,

TUESDAY, JAN. 13, 1891.

CAPITAL PRIZE • \$300,000

100,000 NUMBERS IN THE WHOLE.

LIST OF PRIZES:

1 PRIZE OF \$100,000 is.....	\$100,000
1 PRIZE OF 100,000 is.....	100,000
1 PRIZE OF 10,000 is.....	10,000
1 PRIZE OF 25,000 is.....	25,000
2 PRIZES OF 10,000 are.....	20,000

mechanics. They tested and determined the value of position in the newspapers. At every stage in the early growth of advertising it was the patent-medicine trade that was giving the subject the most thought and developing new devices. In England the earliest outdoor advertisers were the patent-medicine and lottery men, and in nearly every other medium they either originated the new method or were the first to use it in a large way. When advance in distribution and serious consideration of advertising made the business world ready it found prepared and waiting a force that had been functioning and proving itself for several hundred years and had its power well demonstrated.

We like to believe that advertising is only about fifty years old—that it did not truly begin until 1875. We prefer to ignore the medicine era and what we inherited from it. But in 1875 there were already some eight thousand newspapers and periodicals in the United States. Few periodicals can live without revenue besides that provided by subscriptions. Patent-medicine advertising

STILL GOING IN 1891

An advertisement of the Louisiana State Lottery in a home-state newspaper, December, 1890.

GOOD COMES OUT OF THE NOSTRUM EVIL

was a strong influence in the establishment of these thousands of newspapers. In many cases it was the principal motive. Thus good came out of evil, for the fast growth of the press in the United States in the nineteenth century figures importantly among the influences that have made us a great nation.

In time the better classes of advertising took possession and crowded out the objectionable, which then fed

*. . . the green earth with its swift decay.
Leaving it richer for the growth of truth.*

PERSONAL

A sweet, dainty little passion flower from a land where there is no snow in April, dire distressed, will marry non-hard-times man. Address POOR CHILD 204 Herald Main Office.

IMPERIAL HOTEL, 1 A. M.—Will lady with white trimmings on cape who took cab with gentleman and lady friend correspond with IMPERIAL HOTEL, 144 Herald Main Office.

LADY 23d st. Hargreaves, photographer—The party who saw you entering would like to meet you. Address L., box 225 Herald 23d St. Branch.

PAPA—Meet me to-day (Wednesday), 2:30 P. M., 41st, Broadway, without fail. BESSIE.

WILL pretty blonde with lady companion, left "L" train 4th av. 42d st., 3:20 P. M. Tuesday, please address admirer who sat opposite? Mention occurrence. CESAR, box 168 Herald 23d St. Branch.

116TH ST. "L" station, Tuesday, 12:30 A. M.; blonde in black noticed dark gentleman. SLEEPY, Herald Downtown Branch.

REFINED little widow (24), friendless, seeks honorable wealthy gentleman. Address COUNTRY, 163 Herald Main Office.

REFINED widow, 30, desires the acquaintance of wealthy elderly gentleman. STRANGER 286 Herald Main Office.

DOWNTOWN business man (35), successful, but overworked and lonesome, desires acquaintance of pretty congenial young lady, not over 22, matrimonially inclined; answers will be considered strictly confidential. Address O. B. C., 232 Herald Downtown Branch.

BROADWAY cable to Amsterdam av. car, Thursday, about 6:30 P. M., regret misunderstanding. Answer to MUTUAL, 162 Herald 23d St. Branch.

BEAUTIFUL young maiden, abundant means, would marry; reason for advertising, am stranger here. LORRAINE, 243 Herald Main Office.

DISCREET gentleman (30) desires acquaintance of companionable, attractive young lady; matrimony. LONESOME, 114 Herald Downtown Branch.

WHEN THE "MASHER" ADVERTISED

The personal column of the old New York Herald, an example of the misuse of advertising. (April, 1894.)

CHAPTER XXXIV

JOHN E. POWERS INTRODUCES SOUND METHODS

Influences that turned the common run of advertising copy from the dishonest or bizarre to messages of sounder worth were several.

In the earliest periods of advertising mere proclamation of a name was sufficient to give an advantage over a competitor that did not advertise. As competition in products and advertising increased the character of copy changed. Advertisers found it necessary to make claims stronger than those made by rivals. Extravagance in assertion finally became a game in which the public appeared to be regarded as onlookers who would cheer the biggest liar or the funniest clown—and rush in and buy his product. That was the situation in the 1870's, when manufacturing facilities and railroad transportation had so widened the horizon that potential national advertisers were numerous.

Advertising men saw the possibilities; some manufacturers also. But the standard practice in newspaper advertising was either the dishonest or the flippant style of copy, and to the larger and more dignified establishments neither was acceptable. There were, of course, honest advertisements sandwiched in with the other kind, but the more familiar blatant type gave its character to advertising as a whole. Manufacturers who did advertise in many cases hesitated to make any claims. For the most part they contented themselves with a card and got the value there is in mere repetition of a name. Some confined their advertisements to a few new magazines which censored out the objectionable, but magazines of that character had not gained a circulation to make them effective. The newspaper was the great dominant medium.

The underlying cause of the change that came in prevailing methods doubtless was the gradual improvement in commercial honesty which

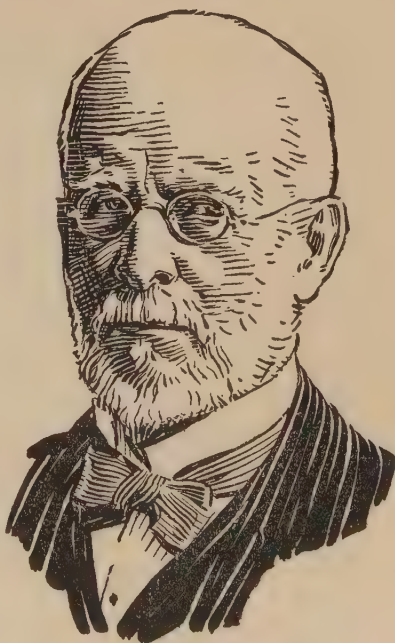
"THE FATHER OF MODERN ADVERTISING"

took place and became more pronounced toward the close of the century. To this change some newspapers began to contribute their influence as early as 1865 by refusing unworthy patent medicines, and some agencies by declining to handle objectionable advertising. To advertising writers of the better class, and to leading agents, may be given credit, for they saw the weakness of the preponderant type of copy. There is a story, told with various men as its heroes, that in the '80's a merchant called in an advertising writer and asked if he could suggest something new, to which the advertising man replied: "Let's try honesty."

Since 1860 there had been at work one man particularly who saw clearly what was needed. This was John E. Powers, later recognized as an advertising genius and called at the time of his death "the father of honest advertising" and "the father of modern advertising." When other advertising writers were attempting to sell dry goods with a patent-medicine rejuvenation appeal John E. Powers was employing common sense in both appeal and language and displaying a knowledge of advertising psychology that was thirty years ahead of its time.

As a youth Powers was a door-to-door subscription solicitor for *The Nation*. His first notable advertising work, however, was not done in the United States but in England, where he was sent in 1868 to assist in making a foreign market for the Willcox & Gibbs sewing machine. With advertising and merchandising methods that struck a new response Powers put this machine on its feet in England.

London was treated to a free Christmas pantomime at Drury Lane Theater, with the actors in costume demonstrating the Willcox & Gibbs sewing machine, around which the plot moved. The English public also was given readable fiction, such as "How I Won My Wife," with the sewing machine as the match-



JOHN E. POWERS

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maker. There was rhyme along lines similar to the fiction. In the newspapers he inserted a column of agate-cap lines with but one to four short words to the line, a sentence running from line to line down the left-hand side of the column, in the style of "K.C.B." in the Hearst papers of 1928. This typography was remindful of Bonner's methods in the United States during the preceding ten years. In the weeklies and monthlies, besides the fiction and jingles, appeared display copy and cuts of the sewing machine. Layouts of these magazine advertisements were like those which became common in the United States twenty years later.

Fiction and jingles were Powers's adaptation of the current American style which lured the reader under the guise of editorial matter. In the fiction idea there was also a suggestion of origin in the Bonner plan of printing an instalment of a romance in the daily newspapers and breaking it off at an exciting point with the information that the continuation would be found in the New York Ledger. It was in the straight advertising copy in newspapers and magazines that Powers used his own idea. That idea was to take the selling points of the article and put them into simple, easy-to-read sentences which talked about the product and what it did for the buyer—and nothing else.

There is a belief among advertising men that "reason why" copy was born in the late 1890's. Its use became more general then. But good "reason why" and most forms of copy can be found as "accidents" in advertising far back in the centuries. Nor did the *studied* use of "reason why" first begin in the 1890's. John E. Powers employed it as a thought-out and fixed method before 1870 and developed it through the years until recognition of its effectiveness brought imitation, and acknowledgment of Powers as the "master copy writer."

In *Golden Hours*, the English family magazine, for June 1, 1869, Powers inserted a full-page, back-cover position advertisement which included a picture of the Willcox & Gibbs sewing machine, a testimonial, and this piece of main copy:

POWERS BACKS HIS PROMISES WITH "MONEY BACK"

TRIAL BEFORE PURCHASE

The Willcox & Gibbs Silent Sewing Machine sent for a month's trial, free and carriage paid, to any station in the kingdom.

THE SILENT SEWING MACHINE (hand and treadle) is the

Easiest to learn, work, manage, and keep in order:

Does the finest, strongest, most beautiful, most durable, and best work;

Gives perfect satisfaction in every respect.

Those who have once used it are rarely satisfied with any other.

Those who have experienced the worthlessness of "cheap machines," and the troublesomeness of two-thread machines, are continually exchanging for THE SILENT SEWING MACHINE. It is the only practicable machine for family use, being the only one so simple, well made, and reliable, that it can be used by any one, will last a generation without repair, and be always in order. Daily testimony is received of its exceeding usefulness, and of perfect satisfaction with its work.

MACHINES OF OTHER MAKERS TAKEN IN EXCHANGE AT THEIR MARKET VALUE.

EASY TERMS OF PAYMENT, WITHOUT EXTRA CHARGE, FOR THOSE WHO CANNOT PAY THE FULL PRICE AT ONCE.

ILLUSTRATED BOOK (96 Pages) FREE.

While Powers did not originate the free trial—we have seen how Yankee peddlers sold mantel clocks on that basis many years before Powers's time—he did give "free trial" an impetus which developed into a wide use of this offer in advertising. From "free trial" grew "money back" if the customer was dissatisfied and had a reasonable claim.

When, upon his return to the United States, John E. Powers became publisher of the Nation he began a campaign to improve adver-

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tising copy. In a series of circulars to advertisers issued over a period of years he pointed out the deficiencies of advertisements cast unthinkingly in a common mold when the articles sold varied so in character and appeal. One of his early letters went to schools:

I ask your particular attention to several school advertisements in *THE NATION* of distinctive character, and likely, I judge, to be more than usually effective—not that they are models in all respects, but suggestive. . . . Besides some “art in putting things,” there is a wholesome frankness of statement in them which is calculated to secure each its own sort of patronage: in so far as this is true they are model advertisements.

A good bargain in advertising, i.e., a low rate, is always of less account than to say the right things to the right people in an acceptable way.

“Say the right thing to the right people in an acceptable way” was a fundamental principle of Powers’s scheme of advertising in a period when there were no generally recognized fundamentals in the art and most people were not taking it seriously. He had a keen insight into principles of copy, type and layout which advertisers in general did not get until much later. He knew that an appeal which produced big results for one advertiser would fall flat when used by another. He saw that growth in number of advertisements and of advertising competition between products of the same kind made it necessary to do more than proclaim the article and more than surround it with senseless persiflage. He studied his product before he attempted to write about it.

Rowell, who realized what was needed and agitated for “a systematic scheme of advertising,” tried to train advertisers in what was known as the Powers method, but the combination of writing ability and selling sense was rare. The simplicity and sincerity of the Powers copy was found difficult of imitation. Lord & Taylor’s department store in the 1870’s solved the problem by engaging Powers himself to write its advertisements and demonstrate his methods as applied to dry goods.

To Lord & Taylor’s advertising Powers gave not only new copy but a new physical appearance. In the 100-word pieces he wrote for

COPY THAT "BREATHED HONESTY AND SINCERITY"

this firm was introduced the one- to three-word headline, which Powers had determined was ideal. Twelve-point Caslon text was another "must," which shows further how Powers anticipated in various details the approved advertising practices of a generation later. The headline of the following, "WIT," one of Powers's early pieces for Lord & Taylor, may have been a sarcastic allusion to the flippancy then common in retail advertising. The copy recognizes the shopper's chief difficulty in the '70's, avoidance of being cheated:

W I T

If we were giving instructions how to shop, the first rule should be: buy of a merchant who is himself above trickery and who requires a salesman to use his knowledge of goods for the purpose of serving a customer to the best of his ability.

We yesterday marked down in boys' clothing and gentlemen's furnishing.

We are full of bargains—stocks that we will not hold over.

Enquire for marked-down goods — they are at almost every counter.

In Philadelphia, John Wanamaker saw the Lord & Taylor advertising in the New York Times and was reminded by it of sewing-machine advertising he had seen in English magazines and newspapers eight years earlier. Wanamaker wrote and asked if the Lord & Taylor copy was not being written by the man who had done the English advertisements. The result was that in 1880 John E. Powers became advertising counsel for John Wanamaker. He gave Wanamaker chatty 12-point Caslon advertisements of one-column width and 50- to 100-line depth that breathed honesty and sincerity. The words used were

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the shortest and the language exquisitely simple. The following is a sample of Powers's work for Wanamaker:

The tidy house-keeper banishes flies; but one persistent buzzer sticks. The fly-fan keeps him off while you dine or doze in peace. It IS a luxury!

Winds like a clock, goes an hour-and-a-half, and costs \$3.00—best machine, \$4.00; the latter with nicked base, \$6.50; with decorated-china base, \$7.50. It is worth a hundred dollars; send it back if it isn't.

Leaving Wanamaker's in 1886 to become a freelancing counselor, Powers did the advertising for a number of products that became well known. Among these were Scott's Emulsion, Beecham's Pills, Murphy Varnish and Macbeth's Lamp Chimneys. All his advertisements were recognizable by their keen understanding of the audience and their style of writing and typography as coming from Powers. In these associations with manufacturers Powers was, according to one of his contemporaries, Joseph H. Richards, "never an advertising agent or copy writer, for he was content with nothing less than being the advertiser wherever he bestowed his labor." Powers's attitude in this regard was expressed thus: "Whatever a manufacturer can do better than anyone else, and has time to do, let him do it himself, or let it be done immediately under his supervision. Whatever parts of his process he cannot do himself, let him get it done by the person or concern that can do it honestly, capably and thoroughly."

Where others went into print with "a conglomeration intended to knock the eye out of the customer," John E. Powers "entered the field with a sling and a few smooth stones of unexampled English, ready to sell a product which he had analyzed to the bone and found honest in its every element and method."

"I do not believe another has risen equal to John E. Powers," said Joseph A. Richards (son of Joseph H.) in 1927. However that may be,

OTHER AD-WRITERS FOLLOW POWERS' LEAD

there are, after thirty-five years, few pieces of copy better than that which Powers did for the George A. Macbeth company in the 1890's.


Powers is said to have received \$100 a day while he was writing a series of advertisements for Scott's Emulsion. A guess by advertising men at his income in the late '80's was \$10,000 or more a year, then a huge sum for such simple work as "ad writing." As his fame spread he became the model for freelance writers and others, whose efforts to emulate him at first met with varying degrees of success but eventually led to a definite comprehension of the Powers idea and a change in the general trend of copy. This was an influence in obtaining for advertising the approval finally of large and dignified concerns which had not been taking it seriously.

Manly M. Gillam, who took up the Wanamaker advertising where Powers had left it and did big things with it, was another who contributed much to improving standards in the '80's and '90's. Artemas Ward (not the humorist), advertising manager for Sapolio, also became a leader in new and more effective methods. And then there were Nathaniel C. Fowler, Wolstan Dixey, E. A. Wheatley and Charles Austin Bates—freelance writers of advertising and patterns for other workers. These four, according to Mr. Bates, began by "definitely and publicly following Powers as professional copy writers."

One of the minor troubles of house-keeping is the breaking of lamp-chimneys. Chimneys cost but little apiece, and break but one at a time. You class these little surprises among "mysterious providences," and bear them, meekly resigned.

All wrong! the chimneys are wrong; the glass was ready to pop the minute it cooled.

The maker saved two cents on a chimney, and put this loss and annoyance on you.

"Pearl-top"  chimneys do not break in use.

COPY AND TYPOGRAPHY BY 'JOHN E. POWERS

CHAPTER XXXV

PIONEER WORKERS IN THE MODERN IDEA

The impress made by Powers upon advertising practice was summed up by Charles Austin Bates in 1919: "The grasp of the true inwardness of advertising which he had was what influenced our work and what has made the profession of advertising the respectable thing it is today. By and large, I think I may safely say that Powers's influence is responsible for honesty in advertising—not because we are inherently virtuous but because we have found that it pays. Powers did not fail to consider fully the ultimate consumer; and there is where he founded the profession of advertising, as it likes to think itself today. All of us who are interested in advertising must give thanks to two men—to John E. Powers for the infusion of the fundamental factor of brutal honesty, which not only has had its effect on advertising but which has indirectly made manufacturing and merchandising cleaner—and to George P. Rowell, who brought system and order to a new and as yet undeveloped business. The millennium has not come. There is still a lot of advertising that is plain "bunk." But the Powers idea constantly gains ground."

Mr. Bates's own contributions to advertising development have been important. While he prefers to give all credit to John E. Powers as the originator, Mr. Bates's activity in disseminating the principles of sound publicity made him the leading protagonist of advertising reform in the '90's. In the spreading of sane ideas by means of books and magazine articles he and Nathaniel C. Fowler, a Boston newspaper reporter who had turned advertising man, were foremost.

The first books of advertising counsel came from Mr. Fowler and were published in the late 1880's. Beginning with "Advertising and Printing," a book of 160 pages, Fowler followed this in 1892 with "Building Business," a manual for advertisers, containing 516 pages of advice on copy, media and typography. Then came "Fowler's Publicity," an encyclopedia of advertising, 1,016 pages, replete with

N. C. FOWLER DISSEMINATES SOUND IDEAS

suggestions, analyses and examples. Mr. Bates, an early writer for *Printers' Ink*, issued his "Good Advertising," a book of 600 pages, in 1896, and a few years later published an encyclopedia, "The Art and Literature of Business," 2,221 pages, in six volumes. In it the man in almost any business found counsel and concrete examples which he could use to build good advertising.

What were some of the ideas which these men were disseminating in the formative days of modern advertising? From Fowler came this on the value of honesty in advertising:

Misrepresentation will sell goods. Transient trade undoubtedly comes to the dishonest advertiser, and goods are sold over dishonest counters, but for all that, honesty in every department of business is that which has not only founded profitable business but has developed and held every business worth holding.

. . . One regular customer is worth three transient customers. . . . The occasionally successful house, built upon apparently solid but dishonest foundation, by exception proves the general rule. It is safe to follow the law of averages. . . . Today advertising has run to such an exaggerated extreme that people are beginning to mistrust it. The opportunity of honesty is ripe, and not half improved. In these days of sharp competition and scheming men and lying merchants, originality is to be practised at any reasonable sacrifice. Honesty at the present day is originality.

Advertisements should have the appearance of that generous, openhearted truthfulness which carries with it conviction and which makes a friend of the reader, and a permanent friend when the reader becomes a buyer. . . . Education and periodical enlightenment are driving practical knowledge into every man and woman. People now-a-days know that a spade is a spade, and cannot be bulldozed into believing it is a club or a heart.

Doubt as to the profitableness of any kind of advertising was common, and Fowler gave considerable effort to making clear that failures in advertising were due to a neglect of study:

Probably a fair percentage of all advertising prepared and placed has been of little or no advantage to the adver-

THE HISTORY AND DEVELOPMENT OF ADVERTISING

tiser. Probably half the food we eat does us no good. To get nourishment out of the food one must adapt the food, its quality and its quantity, to the physical system. To get good out of advertising one must adapt the quality and quantity of the advertising to the goods he has to sell, and to the people who may buy them.

Some intelligent knowledge of advertising, and of that which pertains to it, is an essential to the success of well-regulated business, as is familiarity with debit and credit. It is easy to lose money by poor advertising; just as easy as it is to lose money through any other blundering movement; it is as easy to make money by it as to make money out of the proper conduct of any other part of the business. If the average business man gave the same slipshod attention to buying and selling as he does to the framing and placing of his advertising, the poorhouses of America would be the retiring homes of most business men.

Advertising is not an experiment, nor is it a business side issue; it is a part of the paraphernalia of business necessity, to be studied and experimented upon as one studies and experiments upon the other departments of the business house. If advertising does not pay it is simply because it is misdirected.

“Advertise goods, not the men who sell them,” was Fowler’s advice. Of the scorner of advertisements, who was even more common then than later, Fowler said:

There is no stratum of society not reached and influenced by advertising. The bluest blue-blooded descendent of the oldest family, who prides himself upon his impenetrability from things common, is affected, and proves that he is by saying that he isn’t. In no place within reach of the mail can there exist an impregnable spot.

One of the faults of advertisers was that they expected to get back the money spent on advertising, “before the ink is dry on the paper which holds it.” On this point Fowler said:

To expect a single advertisement to pay is as foolish as to hope to grow fat from the effect of one dinner. . . . Do not begin to advertise unless it be the intention to stick to it.

Good honest clothing at honest prices stampedes the old-time
 jobbers.
 The trouble with a great many 7x9 merchants.
 The boss trading palace. The people's favorite resort.
 Some people will secure great bargains. Will you be one?
 Final and startling reductions in our ——.

"Lay on, Macduff, and damned be he who first cries Hold! Enough."
 What do you think we are here for, pray?
 Such a fever of excitement and contention over those suits.
 As we grow in the estimation of the public, many once conspicuous
 store-keepers shrink.

Our growth must be due quite as much to the wearing qualities of our
 out-puts as it is to the low prices we make.
 Put this in your pipe and smoke it. Davis' plug.
 It is asserted now as a fact beyond contradiction that ——.

Come, help swell the throng. The more the merrier.
 \$12! The actual value is \$16 per suit. The opportunity yours.
 We have no use for weak-kneed shoppers.
 Tremendous cut on all heavy-weight goods.
 Nebuchadnezzar J. Thompson, the apostle of economical prices.
 It is only fair to give credit where credit is due.
 Many shrewd buyers have a profound suspicion that our gun is loaded,
 and they govern themselves accordingly.
 We never knew when we had enough.

"Right smart" lot of suits. Try "to get to go" and see them.
 Too wise a merchant to try to beat our prices.
 Store-keepers objecting to our prices.
 To spur the public on, we will give 20 per cent. off for thirty days.
 Purchasers delighted; opposition traders very angry.
 Our depressed values in plain prices will astonish and perplex you.
 Enormous slaughter in every department.
 The knife which reduces forced far down into the vitals of every article.
 Good will to all mankind, and an enemy to swelled-price rivals.
 Riding on the stream of success has promoted me past the boundary of
 my anticipation.

My invariable purpose is to be useful to the people by always bringing
 forward unprecedented bargains.
 Watchers wonder. Buyers charmed.
 Inducements for close buyers which few can resist.
 Alarming declarations from the crowded bazar.
 No depressing impediment in the road to obstruct the advancement of
 a wide awake and snapping business.
 Excellent goods and prices below the usual rates will produce the
 desired effect.

READY-MADE ADVERTISING IN 1880'S

With one of these books of handy selling phrases to help him the store-
 keeper was able to write his own advertisements and make them read as if
 they had been done by a professional ad-writer. Huntley's and similar
 books contained thousands of such phrases.

Persons leaving the city for the summer can have the EVENING WISCONSIN sent to them by mail. Send postal to the office with address.

The Evening

VOLUME XLI—NO. 15.

MILWAUKEE, WEDNESDAY

Fry Goods.

T. A. CHAPMAN & CO. HOSIERY TO-DAY.

We have purchased below value a lot of

Ladies' Brilliant Lisle Hose

In Black, Tans and Slate color. We have marked them 35c per pair. It will pay to buy them, even if not needed at present. We have marked down to close out a lot of

Children's Plain Black and Fancy Hose
To 20c Per Pair.

Children's Black Ribbed Cotton Hose
From 37½ to 25c, and an odd lot of

Ladies' Pure Silk Hose
In colors, marked from \$2.00 to \$1.25 Per Pair.

T. A. CHAPMAN & CO.

Heyn's Department Store.

H. HEYN'S DEPARTMENT STORE,

103, 105, 107, 109 Wisconsin Street.

EMBROIDERY MATERIALS.

This Department contains the most complete stock of Felts, Plushes, Chenilles, Arrasenes, Plush Ornaments, Antique Lace Tidies in single or sets, Stamped Linen Goods, etc.

Stamping a Specialty.

Books and Stationery.

ADDITIONAL GOODS

FROM THE GOTHIC PERIOD OF AMERICAN DISPLAY

A corner of the front page of the Evening Wisconsin, Milwaukee, in 1887. (Reduced about one third.)

Clothing.

BROWNING CLOTHIERS KING & CO. CORNER

Wisconsin & East Water Sts.

JULY BARGAINS

Something in every department going way below value to clear stock prior to semi-annual inventory on August 1.

It is not our policy to carry goods from one season to another, and if low prices will prevent it will not be done. In

MEN'S SUITS, MEN'S TROUSERS, BOYS' SUITS —AND— CHILDREN'S SUITS And KILTS,

Will be found many lots of which but few of a kind are left, that are now marked much below original prices to close. Also some larger lots having full range of sizes.

In our Furnishing Goods Department we have just placed on sale the latest summer novelty in Neckwear, the

TUSSAIL,

The most beautiful material yet introduced, which we offer in Tecks and Four-in-Hands at 50c each.

W. E. HASKIN, Manager.

“THEY DON’T KNOW UNTIL YOU TELL THEM”

Fowler had among his axioms for advertisers that “prosperous advertising means regular continuous advertising,” and while he did not advise insertion of ice-skate advertisements in July, he advocated for most houses a campaign that ran through the year and in hard times as well as good:

There are few lines of trade which can afford to entirely withdraw advertising during any part of the year. While the so-called out-of-season advertising is pretty certain not to assist direct sales, it is generally advantageous to advertise moderately throughout the year; for it is seldom safe policy to give the public the slightest opportunity to forget the advertiser, even during the non-purchasing season.

To the manufacturer who put all his selling expenditure into traveling salesmen and could not see how advertising would help him with the trade, Fowler pointed out that

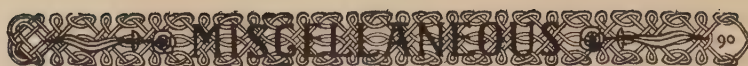
In selling goods at wholesale, business reputation is almost as important as the apparent quality of the goods; in fact, a great majority of buyers do not purchase with their eyes, depending largely upon the business standing and integrity of the concern of whom they are buying. There is no better or cheaper way of building up standing than free and liberal, and at the same time dignified, business advertising. A drummer cannot have a better introduction to a buyer’s store than the introduction of the Press.

A bit of knowledge which in late years has increased tremendously the industrial growth of the United States and raised our standard of living to heights not dreamed of for the average man forty years ago was one of the “axioms” broadcasted by Fowler:

Half of the customers in any community do not know all they want until somebody tells them.

“Advertise one article at a time” has the sound of what we call twentieth-century advertising, but Fowler was expounding the idea in the late 1880’s.

Advertising was a science, Mr. Fowler told the late 1880’s, but “the advertisement writer is but a counterpart of the physician: he does



Lubrication.

A pamphlet just published shows that success or failure in a business involving power does actually turn sometimes on mere lubrication; that success or failure is always distinctly more or less according to whether the oils that are used are right or wrong for their places; that oil is from ten to a hundred times as important as engineers and business men suspect; and that Vacuum Oil, in this new light, is worth from \$5 to \$13 a gallon.

PROFESSOR THURSTON (Cornell University, Author of "Friction and Lost Work in Machinery and Mill-Work") says of the pamphlet:

I have read the latter with care, and find nothing to criticize. I think it a most admirably prepared document. I not only have no objection to your use of the matter taken from my book, but am delighted to have you circulate what I think are the most important principles governing the use of lubricants—principles which had never before been recognized or published, though, as it seems to me, so obvious.

If you can spare some of your books when printed, I should be glad to put them in the hands of members of our graduating class. I could readily use a hundred of them, in such manner as ultimately, I am sure, to be of some service to you, as well as to those receiving them.

This information, if true, is of great importance to all concerned—machinery-owners, engineers, mechanical foremen, authors and teachers on mechanical subjects, indeed whoever needs to be intelligent on the practical use of machinery.

The pamphlet sent free—if not sent at once, the first edition is exhausted. Address the VACUUM OIL COMPANY, Rochester.

FIRST BEGINNINGS OF MODERN ADVERTISING COPY AND TYPOGRAPHY

A page from the Century Magazine for September, 1890. It was done by John E. Powers. (Slightly reduced.)

“RADICAL” IDEAS ON ADVERTISING TO WOMEN

his best; he brings his special education, long practice and conscientious desire to his labor—to more often succeed than to fail.” There could be no fixed formula for all business and all times, because “advertisement writing depends as much upon surrounding conditions as is the mercury dependent upon the temperature for its rise and fall.”

“Coördination” and “synchronizing” are comparatively recent terms in advertising, but the idea was born before the words became a part of the language of the craft. Readers of Fowler’s manual doubtless had but a hazy notion of all that he meant when he said:

Successful advertisements must dovetail and harmonize with every department of business. The more advertising done, the more business should be shaped to meet the advertising, that it may work in conjunction with it. The coat on the office boy, the letter-head in the book-keeper’s drawer, the store furniture, the lights, the show windows, are all accessories before or after an advertising fact.

On advertising to women, and especially on advertising men’s goods to women, Fowler had positive ideas. They evidently were considered radical, for he put forth his argument with the statement that it “may flow against common opinion”:

The better the woman, the more directly she is interested in her husband’s stockings, his hats and other things. If a certain color or new style of necktie becomes the fashion, the woman will know of it at least a week before her husband has learned anything about it. If the woman doesn’t like the wearing quality of her husband’s underwear, she will hunt up a store where better underwear can be bought.

The woman can buy better articles, from spool cotton to ulster overcoats, for less money than the average man can buy with more money.

The average man doesn’t know about those things that he thinks he knows about.

Although substantially all men are readers of advertisements, and are directed by advertising argument, an advertisement has not one twentieth the weight with a man that it has with a woman of equal intelligence and the same social status.

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A woman who would not read advertisements would not be a woman, consequently all women read advertisements.

Woman buys, or directs the buying of, or is the fundamental factor in directing the order of purchase, of everything from shoes to shingles.

CHAPTER XXXVI

PRINTERS' INK BEGINS ITS SERVICE

It is all so simple, and so easily understood in the twentieth century, but in the 1880's and '90's a working knowledge of the fundamentals of good advertising for a specific product did not come speedily. Principles later recognized as such seemed then but another new idea for tryout. For a time John E. Powers, Nathaniel C. Fowler, Charles Austin Bates and other expositors were crying in a wilderness. But gradually a better knowledge spread, particularly after leadership was taken by Printers' Ink, founded in 1888 by George P. Rowell, from which came a continuous stream of advertising thought that eventually permeated the commercial world.

Printers' Ink, which, under the able editorship of John Irving Romer, beginning in 1890, became the great teacher of publicity methods, is a factor in modern advertising development so important that the story of Rowell's selection of a name for this familiar weekly visitor is of interest. Rowell, by whom the little periodical was designed as a house organ, was, besides an advertising agent, a dealer in ink, and that is what suggested the name, as Mr. Rowell recorded in his reminiscences:

It having been decided that my own name was not to be made use of what more natural than I should look to the other interest that at the time made considerable demand upon my attention?—printers' ink. Printers' ink had long been used as a synonym for publicity. Much was heard of the power of printers' ink. I was a dealer in printers' ink as well as in advertising. Why not call the paper PRINTERS' INK? That question was propounded to many people. I think no single one thought well of it. Some thought it might do—it didn't matter anyway, for it would never amount to much. If there was any one thing that

THE HISTORY AND DEVELOPMENT OF ADVERTISING

people did not wish to read about that one thing was advertising. What was said about advertising was commonly regarded along the line of the child's definition of faith, "A persistent belief in things that you know ain't so." Still the more my mind dwelt on the proposed name the better I thought of it and when the little paper came out July 15, 1888, the name that stood at the head was PRINTERS' INK, and a good name it has proved.

The first editor of Printers' Ink, Charles L. Benjamin, was a young man who at first had more the editorial point of view than that of the business office. Mr. Rowell humorously insisted he selected young Benjamin because he knew so little about advertising:

I think he knew that advertisements existed, thought them a necessary evil perhaps, though why necessary he did not seem to comprehend. When, not long after the paper was started, George W. Turner, then publisher of Mr. Pulitzer's World, bargained for the first page for an announcement of that paper, although he paid for it pretty nearly the entire cost of getting out the few hundred copies then issued—the idea of having the space prostituted to such base uses nearly broke the young editor's heart.

In that paragraph Mr. Rowell touched upon another of the handicaps under which commercial publicity labored until the economic place of advertising was recognized—the disdain of the editorial man for the pay envelope.

The "Little Schoolmaster in the Art of Advertising" broadcasted each week not only abstract ideas on advertising but specific application of those ideas to various businesses. The young but precocious Printers' Ink trained its readers in the writing of advertisements, and it told this or that business why it should advertise and how to go about it. In articles analyzing industries and markets and competition it supplied publications and agencies with leads for the development of new advertisers. John Irving Romer combed the advertising and commercial world for the best thoughts on selling and week by week infused advertising with the tenets of experience and tested methods. Current copy and typography were criticized for the benefit of all, questions were answered, and advice freely given on every phase of

DEEP INFLUENCE OF THE PUBLICATION, PRINTERS' INK

the problem of how to advertise. In the columns of *Printers' Ink* appeared some of the first criticisms of advertising from the psychological standpoint, then known as the point of view of "a knowledge of human nature—and common sense."

Publishers, editors, advertising writers and business men of experience in advertising methods were invited to contribute and responded with articles which gave to others the benefit of their knowledge. In a list of contributors to *Printers' Ink* during its first five years are found names of men whose past and subsequent success in publicity fields speaks for their qualifications as guides in the early days of modern advertising.

As this volume is being compiled "*Printers' Ink*" has for forty years been engaged in the work of building. Everywhere in the great structure of twentieth-century advertising are elements contributed from time to time by this valuable publication. In every week of the history of advertising since 1888 has come some new thought, some progress-making contribution that has helped advertising become a more useful and bigger force.

After *Printers' Ink* arrived other publications devoted to advertising, which *Printers' Ink* was delighted to refer to as "*Printers' Ink's* babies," and of which it occasionally printed a list, with address and subscription price. The earliest and one of the most valuable of these was *Profitable Advertising*, a monthly, which Kate E. Griswold began to issue from Boston in 1890 and which continued to serve advertising for more than thirty years. *Brains*, a weekly, published in New York beginning in 1892, continued for some fifteen years. *Ad Sense* began coming in 1896 and for more than a decade contributed to advertising progress. In the same year arrived *The Poster*. To these Artemas Ward of Sapolio added his publication, called *Fame*. And then, from Chicago, came *Judicious Advertising*, printed on calendered paper and replete with fine reproductions of good advertising and discussion of new ideas. Before the end of the century there were some thirty publications devoted to advertising subjects, and in the new century came others, among them these with which the advertising man in 1928 is familiar: *Postage* (1916), *Sales Management* (1918), *Printers' Ink Monthly* (1919), *Western Advertising* (1919), *Advertising & Selling* (1923), *Advertiser's Weekly* (1923). And to them as influential in



JOHN IRVING ROMER
Editor of Printers' Ink since 1890.

PRINTERS' INK.

A CLASS JOURNAL: ISSUED SEMI-MONTHLY.

VOL. I.

NEW YORK, JULY 15, 1888.

No. 1.

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Current Topics.

AUTHORSHIP being now the royal road to social distinction, it is not so surprising as otherwise might appear to see so many judges, lawyers, clergymen, soldiers, sailors, physicians and politicians turning to amateur novelists. Mr. Augustin Daly, the theatrical manager, has done more wisely than these in laying aside, for the moment, the habiliments of his own profession. He will be undyingly remembered in literature as the author of the most charming and unapproachable biography of that splendid and erratic luminary of the stage, "Peg" Woffington; nor will the printer or the binder of this latest product of the author's genius be soon forgotten of their kind.

THE late Matthew Arnold's critical article upon the American press, in the *Nineteenth Century* magazine, has gone sounding over the North American continent, and the press aforesaid has been for the past two or three months engaged in examining and reporting upon itself. It is to the credit of the

conductors of the press that in the main they candidly admit the sincerity and general accuracy of what the lamented critic has said about our newspapers; that they lack in truth and soberness, and run largely to personality and sensationalism. But they deny responsibility for any tendency in the national character towards destruction of the discipline of respect or the feeling for what is elevated. Newspapers are private undertakings, founded and supported by private means for the purpose of lawful gain to those whose capital or labor is invested in them. No pious millionaire endows them in behalf of morality, nor rich philanthropist in the cause of education. So far as they fit the public need, as the public feels its need, they succeed; so far as they do not fit that need as it is felt, they fail, and all their good intentions with them. Journalists think it hardly fair to exact from them, as a whole, proofs of a higher intelligence and conscience than their day and generation possess at large.

THE public benefits of competition are again exemplified in the renewed ardor and enterprise exhibited by our leading illustrated weeklies since an illustrated weekly journal from over the water has established an American agency, to place its issues on the market at the same price as the native journals, which price, by the way, is one-sixth less than the selling-price at home. The growth of the United States in population, wealth and culture is not lost upon the British publisher or author, who is rapidly coming to look upon America as his leading field of profit.

KNOWLEDGE OF GOOD PRACTICE IS SPREAD

building advertising should be added the ably edited Editor and Publisher (1884) and The Fourth Estate (1894), lately absorbed by Editor and Publisher. In 1919 was begun the publication of Standard Rate and Data Service, that compact monthly volume of information on magazines and newspapers which has so greatly facilitated ascertainment of rates, location of circulation, column sizes, closing dates and other essentials. To these various publications advertising is indebted for much of that spread of good practice which in two generations raised selling through the printed word from more or less a guess to something approaching a science.

THE FAMOUS CUSTOM-MADE PLYMOUTH ROCK \$3 PANTS.



Any person writing to the American Express Co., in Boston, inquiring about us, will receive a reply concerning our reliability, and particularly referring to our readiness to refund money at buyer's request for any cause, even when it is clearly the buyer's fault in measuring. We are so seldom called upon to thus buy back our goods that we can well afford to make this offer, for that privilege and the general excellence of these famous pants have won us the confidence of mail buyers from Maine to California. We also refer to 30 of the leading weekly papers of the land.

Send us 6c. for package of samples and rules for self-measurement. Will include good linen tape-measure if you will mention this paper. Or, if you cannot wait to see samples, tell us about what color you prefer, and send your inside leg and waist measures, together with \$3.00 and 33 cents postage and packing, and we will take entire risk of pleasing you, sending them by mail or prepaid express.

At our office may be seen thousands of testimonials, like the following from **Dist.-Attorney Neal**, of Clifton, Dakota, who writes:—"Allow me to acknowledge the receipt of the two pairs of pants reaching me to-day; they are an excellent fit, I may say perfect in every particular—substantial and well-made, with good, deep pockets of heavy material, and are much better than I expected. The same pants, poorly made, would cost here \$3.00 to \$7.00. Many of my friends have examined them, and you will get numerous orders here. You may put me down as a regular customer."

PLYMOUTH ROCK PANTS CO.,
81 Milk Street, Boston, Mass.

THEY WERE FAMOUS IN 1880's AND
1890's

Plymouth Rock Pants were widely advertised
in periodicals and street cars.

CHAPTER XXXVII

JOHN WANAMAKER SHOWS THE WAY

John Wanamaker, the greatest retail merchant and the best newspaper advertiser the world has ever produced—

—George P. Rowell.

The story of John Wanamaker begins with the birth of A. T. Stewart in Ireland in 1803. Merchandising policies of Wanamaker and Stewart were much alike, though their selling methods were different. Wanamaker, who began business in Philadelphia when Stewart, after thirty-six years of growth, had in New York the world's largest retail dry-goods store, became an important buyer from the wholesale department of the Stewart establishment, maintained close relations with A. T. Stewart & Co. for thirty-five years—and then absorbed the great New York store whose owner in the '60's had remarked, "There's a young man in Philadelphia who is worth watching." There was at least one time in Wanamaker's career when general business depression caught him with bold extensions and the jealousy of rivals might have operated to bring disaster but for the faith of A. T. Stewart & Co. in his integrity and business ability.

A. T. Stewart was the son of a Scotch-Irish farmer. He emigrated to the United States when he was twenty years old, after having received some schooling for the ministry. He arrived in New York with a small legacy in his wallet and a definite idea of becoming a dry-goods merchant. He also had a predetermined business policy, developed from home precepts and theological training. That policy was to build up first a reputation for absolute integrity.

Honesty, which a Stewart biographer refers to as "an important advertisement for his store," made A. T. Stewart the greatest merchant of his time. When, a few months after his arrival, he found opportunity to embark in business, he went to Belfast and carefully selected a stock of linens and laces of the right quality. With his first

HONESTY WAS A. T. STEWART'S BEST ADVERTISEMENT

store, at 283 Broadway, containing a \$3,000 stock, there began a change in retail methods which eventually revolutionized that trade. Inferior goods at high prices was almost a certainty in 1823—as it still was in the average store a half century later—unless the customer knew more than the merchant about values. This vice of the retail trade “rendered shopping a tedious process of beating down prices, the seller asking habitually more than was expected of a bargaining customer and deeming it a shopkeeper’s triumph to work off inferior or out-of-date goods.”

At Stewart’s there was one price, and the goods always were worth the price. Stewart was as careful in his selection of clerks as he was in his choice of stock, and the contrast between shopping in his store and at the common type of place was an advertisement which in a year caused him to seek larger quarters.

“I bought it at Stewart’s” became the way of saying that one had made a sound purchase. There were even in that period of widespread deception stores besides Stewart’s in which the customer received fair treatment, but A. T. Stewart had from the beginning so thoroughly inculcated his carefully chosen personnel in all departments with the dominant note that his store was the shining example of sincere dealing.

Growth of business led to construction of the five-story “marble palace” on Broadway from Chambers to Reade streets in 1838, and fourteen years later came the largest department store in the world, a six-story structure occupying the block bounded by Broadway, Fourth Avenue, Ninth and Tenth streets and employing two thousand persons under its roof. A. T. Stewart was now the greatest merchant and one of the richest men in the United States and an antidote for the still current belief that success depended upon ability to deceive.

A year before A. T. Stewart’s store attained the size of a city square, John Wanamaker, aged twenty-two, began business in Philadelphia as a merchant tailor, with his brother-in-law, Nathan Brown, as a partner. They had \$3,500 capital, “one price” as the establishment’s policy and the Civil War, which began with the firing on Fort Sumter a few days after the store opened, as a known peril in addition to ordinary risks. They called the place Oak Hall.

Made-to-measure business did not come readily. People passed the

THE HISTORY AND DEVELOPMENT OF ADVERTISING

store without glancing at it. What remained of the small capital was going out rapidly through pay envelopes to the cutter and tailors. Wanamaker sought a means for attracting attention to his establishment. He learned that a clothing manufacturer, nervous over the war's effect on business, was anxious to dispose of surplus stock. Wanamaker & Brown bought this stock, and in column 1 of page 1 of the Philadelphia Public Ledger for April 27, 1861, appeared among the agate announcements this, the first Wanamaker advertisement:

OAK HALL CLOTHING BAZAAR

Southeast corner Sixth & Market Streets

WANAMAKER & BROWN desire to say to their friends and the public generally, that they open today with an entire new and complete stock of ready-made clothing; and having purchased their goods under the pressure of the times at very low rates, will sell them accordingly.

Scattered in the same column were five other Wanamaker items, headed variously "Whole Suits for Three Dollars," "Opens Today," "Oak Hall Clothing Bazaar," "Right at the Corner," and "John R. Houghton," the last being an invitation from Wanamaker's cutter to his friends to visit Oak Hall.

The six advertisements took another \$24 of the capital, but they did what Wanamaker expected of them—brought people to the store in numbers that made the 30 by 80-foot Oak Hall seem not so great an expanse. A few days later an order for uniforms for a number of army officers was completed and delivered by John Wanamaker himself. On his way back to the store he left his wheelbarrow outside the Inquirer office while he went in and arranged for the insertion of several advertisements for the tailoring business of Oak Hall.

As a boy Wanamaker had edited a little magazine—Everybody's Journal—and had acquired an appreciation of the effectiveness of publicity. Advertising was to his mind a first essential of business. Throughout the period when orders for officers' uniforms were the support of Oak Hall the proprietors put every dollar they could spare into advertising, with the idea of building up volume before they began to take out profits.

Dinner Sets, to dine 12 persons \$10.
At FERNERSTON'S,
270 South Second st., above Spruce.

Oak Hall Clothing Bazaar.

Oak Hall Clothing Bazaar,
Oak Hall Clothing Bazaar,
Opens to-day.

S. E. corner Sixth and Market streets.
S. E. corner Sixth and Market streets.
S. E. corner Sixth and Market streets.

Wishart's Pine Tree Tar Cordial.

This great and popular remedy for Consumption, Brouchitis, Sore Throat, &c., is astonishing the physicians of this city and throughout the United States, by the wonderful cures that have been made by it. We say to the sick do not spend your money for a worthless article: L. Q. C. Wishart, No. 10 North Second street. All persons beware of counterfeits.

Oak Hall Clothing Bazaar,

S. E. corner Sixth and Market streets.

Wanamaker & Brown desire to say to their friends and the public generally, that they open to-day with an entire new and complete stock of Ready made clothing; and having purchased their goods under the pressure of the times at very low rates, will sell them accordingly.

Whole Six to for Three Dollars.

Oak Hall Clothing Bazaar, S. E. corner Sixth and Market streets.

Right at the Corner.

Oak Hall Clothing Bazaar, S. E. corner Sixth and Market streets.

John R. Houghton

Invites his old friends and customers to the Oak Hall Clothing Bazaar, S. E. corner Sixth and Market streets.

Latest from Pensacola.

Fort Pickens has not been captured yet, but Patrick's Curtain Store 639 Chestnut street, has been besieged by a large army of buyers, to get Goods at war prices.

The Last Chance

For the Ladies to see the Grand Fairy Spectacle of Sinbad, the Sailor, at the Melodion Matinee, This Afternoon.

No Cure, No Pay.

Hickell's Tetter Ointment, for all Skin Diseases. None genuine without the signature of Johnston, Holloway & Cowden, 23 North Sixth street.

For the Very Best Umbrellas,

At the very lowest prices, please call at the great Sleeper Umbrella Works, 1002 Market street, one door above Tenth.

Attention! Company! Forward! March!

To PATRICK'S Curtain Store, 630 Chestnut street, and buy Window Shades and Curtain Goods, at his reduced prices.

Mrs. Allen's and Wood's Hair Restorers.

All genuine Medicines, Hair Restorers, Dyes, Oils, Extracts, &c. can be had at the lowest prices, at Eaton's Medicine Depot, 25 South Eighth st.

For Umbrellas to Present to those most

Famous, please call at the great Sleeper Umbrella Works, 1002 Market street, one door above Tenth street, Philadelphia.

Dr. Giesecke's

Cure for the Gravel, and all Diseases of the Bladder and Kidneys. For sale at WHIT'S, No. 56 S. Third street.

The Seven Voyages of

Sinbad the Sailor, at the Melodion Matinee, This Afternoon.

Opens, To-day.

OAK HALL CLOTHING BAZAAR,
S. E. corner Sixth and Market streets.

New and Beautiful Dresses

JOHN WANAMAKER'S FIRST ADVERTISEMENT

A section of column 1 of page 1 of the Philadelphia Public Ledger for April 27, 1861, showing the six scattered "readers" which constituted the first advertisement of Wanamaker & Brown's Oak Hall Clothing Bazaar.

valued

A gentleman from Annapolis informed us yesterday of the following incident connected with the landing of troops at that place. When Col. Butler, in command of the Massachusetts Regiment, landed, some of the authorities protested against the passage of Massachusetts troops over Maryland soil, when he replied:—"Sir, we came not here as citizens of Massachusetts but as citizens and soldiers of the United States, with no intention to invade any State, but to protect the Capital of our common country from invasion. We shall give no cause of offence, but there must be no fugitive shots or stray bricks on the way."

There is now at Fort Mifflin, we understand, about 100,000 pounds of powder, a portion of which will be supplied to the Pennsylvania troops.

The Union Cavalry Corps have elected the following officers: Daniel Coyle, Captain; W. G. Brown, 1st Lieutenant; J. B. Graham, 2d do.; and Wm. McGrath, 1st Sergeant.

The camp established at Broad and Prime streets, by the Schuylkill County Regiment was visited yesterday by a great number of persons, the Thirteenth and Fifteenth Street Passenger Railway and its connections reaping a rich harvest by the conveyance of passengers to and from that point.

An additional enrolment for one more company of picked men, for special service, will be commenced immediately at the People's House, 108 South Sixth street. The Company is to be attached to Wm. B. Mann's Regiment.

Company B of the Independent Rangers is now being formed by Captain Richard Ellis. Those desiring to join can enrol themselves at Young's, 431 North Second street, and at the Continental Theatre.

The Philadelphia Sharp Shooters are now undergoing a daily drill under an experienced instructor. The company number already 75 members, of which number 28 use their own rifles, and are experienced marksmen. On Thursday evening they adopted a uniform which is similar to that to be used by the Home Guards, with some little exception. Beside the rifle each man will be armed with a heavy sword. The company when full will number one hundred men, who will be detailed for special purposes, under the direction of the General Commanding officer of the city.

At an election of officers of the Pennsylvania Guard, on Wednesday evening, the following

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To the newspaper advertising was added stunt publicity. Wanamaker's early outdoor work was described by Manly M. Gillam, who became his advertising manager in 1886:

Philadelphia awoke one morning to find "W. & B." in the form of six-inch square posters stuck up all over the town. There was not another letter, no hint, just "W. & B." The whole city was soon talking and wondering what this sign meant. After a few days, a second poster modestly stated that Wanamaker & Brown had begun to sell clothing at Oak Hall. Before long there were great signs, each 100 feet in length, painted on special fences, built in a dozen places about the city, particularly near the railroad stations.

New ideas in advertising were cropping out. In time balloons more than twenty feet high were sent up, and a suit of clothes was given to each person who brought one of them back. Whole counties were stirred up by the balloons. It was great advertising, imitated since by all sorts of people.

Soon after the balloon experience, tally-ho coaching began to be a Philadelphia fad to the very exclusives. Immediately afterward a crack coach was secured, and six large and spirited horses were used instead of four, and Oak Hall employees, dressed in the style of the most ultra coaching, traversed the country in every direction, scattering advertising matter to the music of the horn. Sometimes they would be a week on a trip.

No wonder Oak Hall flourished. It was kept in the very front of the procession all the time. A little later, in the yachting season, the whole town was attracted and amused by processions and scatterings of men, each wearing a wire body frame that supported a thin staff from which waved a wooden burgee, or pointed flag reminding them of Oak Hall. Nearly two hundred of these prototypes of the "Sandwich man" were out at one time.

By 1869 Wanamaker & Brown were the largest retail dealers in men's clothing in the United States. They were, besides, doing an extensive wholesale business, and occupied all of the six-story building in which they had started with the ground floor eight years previously. Although Nathan Brown's death in 1868 deprived Wanamaker of his

WANAMAKER VIEWED FUTURE THROUGH ADVERTISING

partner and left him with sole responsibility for planning and directing, he continued to expand. He had formed certain ideas about a better line of merchandise and a quality rather than price appeal. For this Oak Hall would not do. Its advertising had associated it in the public mind with low-priced goods. So he opened a new store in fashionable Chestnut Street, between Eighth and Ninth. This was "John Wanamaker & Co." It had, like the great Stewart store in New York, a ground floor with a skylight above and a gallery.

Separate advertisements appeared for the two stores, but usually in the same column. In the Wanamaker & Brown, or Oak Hall, copy low price was the attraction. In the piece signed John Wanamaker & Co. the appeal was to a desire for elegance, for something good rather than something for a small sum. In later years, however, the second store also advertised \$10 suits for \$5, although its merchant tailoring department continued to have "no superior in Paris, London, or America." A \$10 suit was a fairly good one in the '70's.

It was Wanamaker's method constantly to expand and depend upon advertising to fill in the open spaces. What his rivals called his audacity or foolhardiness was grounded in a supreme faith in the effectiveness of advertising. What he wanted to see a few years ahead he felt sure could be made real by the use of publicity. For dull times, or even panicky times, the remedy was an increase in advertising.

In his newspaper advertising in 1861 Wanamaker said, "Nothing will be sold that is not all wool," and "the quality of goods will be guaranteed." Refund of money to dissatisfied customers became a policy of his business in 1865, when he announced that, "Any article that does not fit well, is not the proper color or quality, does not please the folks at home, or for any other reason is not perfectly satisfactory, should be brought back at once and, if it is returned as purchased within ten days, we will refund the money." That was an innovation startling to business men, and early bankruptcy was predicted for the rash John Wanamaker.

The Pennsylvania Railroad had built, at Market and Thirteenth streets, an enormous temporary depot to take care of the crowds coming to the Centennial. After the Exposition had closed Wanamaker purchased this and opened his third store in Philadelphia. He had two acres of aisles and show cases and more room than he could use for

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men's wear alone, especially as this third store, which signed itself simply "John Wanamaker," was competing with the stores of John Wanamaker & Co. and Wanamaker & Brown. Women's wear was added. The Grand Depot became the first large general store in America, with a stock as wide in variety as that of Whiteley's in London. A. T. Stewart's store in New York was limited to fabrics.

Advance publicity for The New Kind of Store drew seventy thousand persons the first day, which was given over to viewing the establishment, nothing being on sale. Here the housewife could supply every need in household furnishings besides her dress requirements. The stock was valued at \$500,000.

The day after The New Kind of Store was opened was the day John Wanamaker was first referred to as "The Merchant Prince." The New Kind of Store was the first great department store in America. In the years that followed it was made bigger and bigger by the John Wanamaker policy that "rights of buyers are not waived by the payment and delivery of the article purchased"—and by methodical and liberal advertising. In December, 1881, the crowds at his store were so great that safety required the closing of entrances for several periods each day.

Wanamaker's wide service to advertising in the United States began with the opening of The New Kind of Store. In this Wanamaker store in Philadelphia originated large-scale advertising, the advertising that went into pages and large expenditures, produced a huge volume of business and demonstrated for the directors' table of American business that advertising was a force worthy the attention of big minds. That, of course, did not come all at once in the first few years, but gradually, as the example of John Wanamaker sank in.

There was a distinctive note in his advertisements that bred confidence and made business. His success was so obviously due to his advertising that all over the country merchants acquired a new interest in advertising and studied Wanamaker's methods in detail. Copy such as the following gave occasion for calling Wanamaker "an artist in advertising" in magazine articles in 1881:

The writer has had his eyes
mended with a pair of glasses.

WANAMAKER COPY IN 1880'S SETS NEW STYLE

Ink is blacker than it was; letters are bigger and plainer; and the words spring right out of the paper. The world is probably better than most of us see it. A little irregularity in the eyes upsets the balance of things. We sell glasses to restore the sight. Let any reader who is aware of a want of sharpness in his eyes ask our spectacle man to quiz him, take the measure of his eyes, and show what help there is for them. He may find that seeing is very different from what he thought.

This new style of advertising copy appeared in single column, 12-point Caslon, in the typography that was standard with John E. Powers, who was advertising counsel for Wanamaker from 1880 to 1886. For the shoe department there came copy with the charm of this:

In shoes we are pursuing a slightly different policy from that of former years. We have been a little afraid, it seems now, to offer the very latest shapes. Philadelphia has been reputed to require different shoes from those of the quicker cities. It has been very pleasantly said of Philadelphia society that it never quite leads in new styles of dresses. Now perhaps we have no right to say just where the truth lies in this delicate matter; but we are trying the experiment—call it ex-

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periment if you please—of putting before you the very newest shapes of shoes—most outré shapes, if you please, for both gentlemen and ladies.

For the jewelry department:

Rhinestones have their place, just as diamonds have their place. Ladies who use both know very well how to draw the line between them.

By 1888 the Philadelphia store had five thousand employees. As the Wanamaker business grew and became far famed as an example of what advertising would do there came evidence that Wanamaker methods had the constant attention of retailers everywhere. The advertising department of Wanamaker's, also interested in the advertising of others, in 1890 noted that fifty stores over the country were using obvious adaptations of the Wanamaker advertising in their messages to the public. Hundreds of merchants in other cities subscribed to the Philadelphia papers in order to get the Wanamaker advertising, and it became the usual thing to see Wanamaker sales duplicated in merchandise and advertising copy as far West as the Pacific Coast within ten days. An enterprising advertising man formed a syndicate to supply merchants with ideas culled from the Wanamaker advertisements. An advertising periodical published for a time in Philadelphia is said to have been established for the purpose of supplying suggestions from the Wanamaker's copy. The Philadelphia Record, in a reference to this subject in the '90's, estimated that "Wanamaker advertising" was being read daily by fifteen million women over the country.

While Manly M. Gillam was advertising manager the Wanamaker copy changed from "Store talks," the semi-essay style, to "Store news."

Gillam analyzed this widely imitated Wanamaker advertising of the '90's as "stamped with John Wanamaker's originality and mer-

RETAILERS EVERYWHERE FOLLOW WANAMAKER

cantile genius, with Robert C. Ogden's enthusiasm and retailing skill, with John E. Powers's snappiness, and with whatever virility, knowledge of human nature and poetic touch Manly M. Gillam could supply." He was, he said, during his employment at Wanamaker's, "in daily conference with that prince of retailers and master of expression, Robert C. Ogden."

As in copy, Wanamaker was a guide also in typography. When John E. Powers introduced 12-point Caslon old style into the agate columns of newspaper pages the contrast gave advantage. At Wanamaker's he continued the use of this type. In efforts to duplicate Wanamaker in detail, advertisers copied type as well as copy. This was responsible for the long era of 12-point Caslon old style in newspaper advertising.

But with Wanamaker, typography, while desirable and worthy of every effort, was ever secondary to the character of the message. In the late '80's Manly M. Gillam, discussing advertising in general, and not the Wanamaker advertising in particular, observed that "the public responds with marvelous promptness and unanimity to any deserving advertisement":

Even if it is crude in form, awkward in expression, ragged in get up, so there's a streak of honest thought and good intent running through it, all else is overlooked. Today I'd rather have for a venture of my own a rugged, rocky, backwoods advertisement that shone with truthfulness and business point than a model of composition and display that was cynical and hollow. There must be a big slice of human feeling in the successful advertiser. A bright, sparkling round-up of words without heart, without sympathy—cold, pharisaical—may attract by its flash, but it doesn't win in the long run. On the other hand, I've known work that limped on every foot except sincerity to bring very satisfactory results.

Since Mr. Gillam made these observations growth in volume of advertising has increased the need for attention-attracting devices and heightened the importance of typography. Mr. Gillam did not minimize the desirability of a good physical appearance for advertisements. He emphasized the necessity of sincerity in copy.

In New York it was A. T. Stewart who had demonstrated that there

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were greater profits in fair dealing than there were in the more widely followed policy of "Let the buyer beware." In Philadelphia it was John Wanamaker who proved it. In Chicago it was Marshall Field. The great Chicago merchant made sure the customer received treatment

that left no doubts in his mind as to the character of the house he was dealing with. The name of Marshall Field became a synonym for integrity and Marshall Field & Co. the largest dry-goods house in the world. Its advertising has kept pace for many years with the best that is being done in America, both in quantity and volume.

A. T. Stewart, John Wanamaker and Marshall Field were notable successes built on honest merchandising methods and liberal advertising. They grew in proportion to their expenditures for publicity. Stewart, who died in 1876, did not live to see full-page dry-goods advertisements. After his death the Wanamaker store in Philadelphia, advertising in much greater volume, outstripped the Stewart establishment in New York in growth. Without the directing mind of its founder, and with increasing competition from stores that advertised heavily, the Stewart business waned. Following the purchase of the Stewart store by Wanamaker in 1896, it was remarked that "John Wanamaker does more advertising in a week than

THE WANAMAKER STORES.

A Luxury.

The tidy house-keeper banishes flies; but one persistent, buzzer sticks. The fly-fan keeps him off while you dine or doze in peace. It IS a luxury!!

Winds like a clock, goes an hour-and-a-half, and costs \$3.00—best machine, \$4.00; the latter with nickeled base, \$6.50; with decorated-china base, \$7.50. It is worth a hundred dollars; send it back if it isn't.

JOHN WANAMAKER.

Chestnut, Thirteenth, Market and Juniper.
Up-stairs, at the J.-place street entrance,
among things for the lounge-room, dining-
room and kitchen.

\$12 and \$5 Suits.

There is so great variety in them that we can scarcely tell you what they are; they are cool—we are not stupid enough to offer you anything else this weather. But if you want the very coolest of all, and the jauntiest too, see the seersucker; it is refreshing to look at.

The \$5 suits are boys'; they are as various as the men's, and as good bargains too. There are suits enough below \$5; but we are talking about suits worth \$10, going for half.

JOHN WANAMAKER & CO.

Chestnut, below Ninth.

THE CHANGE FROM AGATE

Headlines, large type, white space, and new style of copy for the Wanamaker stores introduced when John E. Powers was appointed advertising manager, in the early 1880's. Three advertisements appeared in column, one for each of the Wanamaker stores. This copy and typography, which became known as "the Wanamaker style," was widely imitated.

WANAMAKER CREATES NEW STANDARD IN BIG SPACE

A. T. Stewart & Co. did in a year." With the application of Wanamaker advertising methods to the store of "John Wanamaker, formerly A. T. Stewart & Co.," the New York establishment expanded with a rapidity that in ten years brought the addition of a sixteen-story building to the old six-story Stewart Block.

Transcendent in Wanamaker's service to advertising development was his pioneering in big-space store advertisements. In 1879, when the use of full pages by Bonner's New York Ledger a decade earlier was still the talk of advertising men, Wanamaker ran the first whole-page advertisement of an American store. Widths of two, three and four columns appeared with regularity. Beginning in 1888 the full page became commonplace in Wanamaker's announcements, adding another to the progressive ideas with which he was endowing American business. Lineage figures of daily newspapers over the country soon reflected emulation of this.

When, in 1909, Wanamaker's New York store began the publication of full pages daily in the evening papers, the Wanamaker lineage gave the New York evening papers the lead over morning papers in total advertising.

The spirit of Wanamaker's advertising, which has had so much to do with shaping the character of modern retail publicity, was analyzed in The Golden Book, issued in connection with the fiftieth anniversary of the Philadelphia store, when Joseph H. Appel had become advertising director (Mr. Appel has recently been appointed chief executive of the New York store in deserved recognition of his ability):



"Aw—! Mrs. Goodtaste, what did you say was the name of that jolly scent for the handkerchief you had on the steamer last Fall, and where can I buy it?"

"You mean Lundborg's EDENIA. It is manufactured down town, here in New York, but you can get it at almost any drug or fancy goods store."

LUNDORG'S PERFUME, EDENIA.

If you cannot obtain LUNDBORG'S PERFUMES and RHENISH COLOGNE in your vicinity send your name and address for Price List to the manufacturer, STONE, LADD & GIFFIN.

THE GENTEEL MANNER IN COPY IN
1880's

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A real first aid to the buying public—absolute accuracy and frankness of statement—readable type and original display—clear expression—freshness, newness and distinct style—thorough investigation of merchandise—systematic and logical presentation—always an optimistic outlook—justice to the manufacturer, the customer, the competitor and to the merchandise—the store's personality.

The little essays on human conduct—the daily editorial—which began to appear in the store's advertising in 1912 originated in a suggestion by Rodman Wanamaker to his father that he write something for the next day's advertisement. The first of these now famous essays was done on the back of an envelope. Before his death, ten years later, John Wanamaker had written four thousand of them.

In the ethics of American retail business the Stewart-Wanamaker-Field idea superseded the long-prevailing notion that it was necessary for a storekeeper to be a sharper. Advertising which reflected this policy was the means of its dissemination to the trade over the country. In copying John Wanamaker's and Marshall Field's advertising retail merchants throughout the land *ipso facto* adopted the merchandising policies of these highly successful merchants. In father-to-son advice Wanamaker and Field became models, displacing Barnum. The circus impresario's energy and enterprise were retained for emulation, but his showman's tricks on the public were discarded as not suitable for a mercantile business.

By Wanamaker's demonstration of the value of large-scale effort in advertising American manufacturers were made fully aware of a new force of major importance to the broad development of business, and in time came the great era of national advertising by manufacturers.

CHAPTER XXXVIII

SOME WHO DISPLAYED WISDOM EARLY

A newspaper proprietor in the 1870's discharged by telegraph a reporter responsible for the publication of an absurd story that an inventor named Edison had found a way to light streets by running electricity from lamp to lamp over a copper wire. When Wanamaker illuminated his store in Philadelphia with electricity in 1879 a disastrous fire was predicted for him. In the same year the great department store of A. T. Stewart & Co. in New York declined a proposal to install a telephone unless the Bell Company wished to do it free as an advertisement for the toy.

To those examples of skepticism with reference to one of our greatest powers for progress may be compared the doubts with regard to another power—advertising.

Like electricity, advertising has always existed. Fuller use of it awaited application and demonstration. Its bigness could be demonstrated only by use in a big way. That demonstration came in the 1890's when large-scale advertising by department stores and several manufacturers of household articles had made it apparent that extensive advertising could be used with profit by others as well as patent-medicine men. (Dr. Munyon's expenditure was then \$400,000 a year, and several other medicine manufacturers were using a like amount of publicity.)

The broader interest was largely the result of a selling problem that faced American manufacturers as a whole. Quantity production had definitely arrived. Transmission of power and the invention of specialized machinery had made manufacture easy. Capital invested in manufacturing had grown from \$2,790,000,000 in 1879 to \$6,525,000,000 in 1889 and the decade of the '90's was adding \$3,000,000,000 more. Development of railroad, express and telephone, and wide use of

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business-quickenings devices such as the typewriter, had so speeded up distribution that getting the goods into even out-of-the-way places was no longer a problem. With an overcapacity to produce, the need was to get people to buy articles which they had not habitually been buying. Progress of industry became dependent upon the making of new consumers. The family of John Smith, who were accustomed to using laundry soap in their ablutions, must be induced to buy toilet soap for that purpose.

Through the '80's numbers of companies had built themselves, by advertising for agents, a mail-order business, and by advertising to dealers. While resultful in getting a distribution, in not a few instances notably so by the measure of the period, such use of advertising did not employ it in the most profitable way. Those who had advertised in the highest sense, as we later came to understand the term, numbered only four—Sapolio, Royal Baking Powder, Pears' Soap and Ivory Soap. They constituted the list of regular advertisers *on a large scale* of products other than medicines in the '80's. They were the first to appear in twelve-time schedules with carefully planned copy in dominant space in periodicals of national circulation. Their large growth was indisputably due to their advertising. Many other manufacturers were advertising nationally in the '80's, some four or five hundred appearing each year, but a good deal of this was publicity of the occasional "All-right-I'll-take-an-ad" order. Products and services which were advertised from 1880 to 1890 with more or less system in national periodicals were:

Atchison, Topeka & Santa Fe R. R.	Peter Henderson Seeds
A. P. W. Paper Company	Baker's Cocoa
Chicago, Burlington and Quincy R. R.	Burpee's Seeds
Castoria	Chicago & Northwestern R. R.
Chicago, Rock Island & Pacific R. R.	Colgate's Perfume
Chickering Piano	Corticelli Silk
Columbia Bicycles	F. W. Devoe Artists' Materials
Cluett's Collars	W. L. Douglas Shoe
Decker Piano	Esterbrook Steel Pen
Diamond Safety Razor	Everett Piano
Epps's Cocoa	Franco-American Soups
Estey Organ	Gorham Silver
Ferris Hams	Gramophone
Garland Stoves	Haviland China
Gurney Hot Water Heater	Hires' Root Beer
Hammond Typewriter	Huckins's Soups

PIONEERS OF 1880'S IN MAGAZINE ADVERTISING

Ivory Soap
Kirk's White Russian Laundry Soap
Knabe Piano
Kodak
Le Page's Glue
Liebig's Extract of Beef
Lundborg's Perfumes
Dr. Lyon's Tooth Tablets
McCreery's Department Store
Macy's Department Store
Mason & Hamlin Piano
Mellin's Food
ONT Thread
Ovington's Specialty Shop
Packer's Tar Soap
Pearline Washing Compound
Pears' Soap
Pillsbury's Flour
Plymouth Rock Pants
Pond's Extract
Dr. Price's Baking Powder

Remington Typewriter
Rubifoam Dentifrice
Royal Baking Powder
Sapolio
Seth Thomas Clocks
Singer Sewing Machine
Smith & Wesson Revolvers
Sozodont Dentifrice
Spencerian Steel Pens
Chas. H. Stevens & Co.
Travelers' Insurance Co.
Vantine's Specialty Shop
Victor Bicycles
Wanamaker Department Store
Warner's Corsets
Waterbury Watches
Waterman's Fountain Pen
Williams' Shaving Stick
Yale & Towne Padlocks
Zonweiss Tooth Cream

Those were the early pioneers in national magazine advertising, with Sapolio, Royal Baking Powder, Pears' Soap and Ivory Soap as the leaders, and piano manufacturers prominent. The high-wheel bicycle—and late in the decade the safety bicycle—made favorable comparison with pianos in space, and in copy was selling the joys of the outdoors as well as the wheel. Huckins' Soup of Boston was the leader among food advertisers. Baker's Cocoa, Garland Stoves, Castoria, the seed companies, Mellin's Food, Pearline Washing Compound, Remington Typewriter, Douglas Shoe and Sozodont Dentifrice were using small space but appearing with regularity in the '80's. Likewise the Esterbrook and Spencerian steel pens. Williams Shaving Stick, Colgate's Perfume and Kirk's Soap were employing page copy, but not with the regularity which they took on in the next decade. Royal Baking Powder almost invariably had cover position.

Other manufacturers used the religious weeklies and conducted sectional campaigns in the newspapers to an extent which approached national advertising. Most of this had, however, like the bulk of the magazine advertising, not been planned in copy or other respects to give it the effect of a systematic effort to build demand among people to whom the use of the product was not an accustomed one. Advertis-

DR. LYON'S TOOTH TABLETS

A compressed tooth-powder.
Made by a practical dentist.
Absolutely pure and harmless.
Thoroughly cleanses the teeth.
Approved by leading dentists.
Used by people of refinement.
Convenient for travellers.

Sold everywhere. Sent by mail on receipt of 50 cts.

L. W. LYON, D.D.S., Proprietor,
88 Maiden Lane, New York.

ESTABLISHED 1801.

BARRY'S TRICOPHEROUS



FOR THE HAIR.

The Oldest and the Best.

The oldest and the best in the world. The hair dressed daily with this unrivaled preparation will never decay, or fall out, or lose its luster, or show any signs of disease or decline.

PIONEERS IN DENTIFRICE ADVERTISING

Dr. Lyon's Tooth Tablets were advertised in the 1860's. Sozodont was the next dentifrice to be regularly advertised. The picture in the Sozodont advertisement above ran for years without change. It was "The Sozodont Girl." Reproduction is a page from the Century Magazine for April, 1888. (Slightly reduced.)

COBB'S
Complexion
SOAP.

Choicest for Toilet and Bath.
Prevents Hands Chapping.
UNEQUALLED FOR BABY'S BATH.
Trial Sample, post-paid, 6 cts.
A. H. COBB, BOSTON, MASS.

WHEN YOU USE ANYTHING FOR CHAPPED HANDS, OR ANY ROUGHNESS OF THE SKIN, WHY NOT GET THE BEST. FACE OR SKIN. THE FINEST ESPEY'S FRAGRANT CREAM. PREPARATION OF THE WORLD. ONCE USED, IT IS ALWAYS USED. IS ACKNOWLEDGED IN THE TRIED BY DRUGGISTS.

"THE BEST CURE IN THE WORLD for coughs, colds and consumption is Cullen Bros. & Co's well-known Boston Vegetable Pulmonary Balm."



ONLY WHEN THE LIPS DISPLAY PRETTY TEETH.

The shells of the ocean yield no pearl that can exceed in beauty teeth whitened and cleansed with that incomparable Dentifrice, Fragrant

SOZODONT

which hardens and invigorates the GUMS, purifies and perfumes the BREATH, beautifies and preserves the TEETH, from youth to old age.

One bottle of Sozodont will last six months.

HELPS FOR THE DEAF

Peck's Patent Improved Cushioned Ear Drums RESTORE THE HEARING, and perform the work of the Natural Drums in all cases where the auditory nerves are not paralyzed. Have proved successful in many cases pronounced incurable. Always in position, but invisible to others and comfortable to wear. All conversation, music, even whispers heard distinctly. We refer to those using them. Send for illustrated book with testimonials free. Address F. HISCOX, 853 Broadway, N. Y. Mention this magazine.

ECONOMIC SITUATION IN MIDDLE 1890'S

ing men, while they had many examples which satisfied them that almost any product could be advertised on a big scale with profit to the manufacturer, did not have enough variety of proof to satisfy the manufacturer whose business was "different." That was the situation as the decade of the '90's opened.

After the panic of 1893 and two years of depression and selling of surplus stocks the year 1895 found the United States in the middle of that thirty-year period from 1880 to 1910 during which population expanded from 50,000,000 to 91,000,000, of which 18,000,000 was due to immigration. This great population growth, besides providing men for farm and factory, vastly increased the country's purchasing power. Increasing exports gave a new outlet for American manufactures and a new foundation for prosperity. The basic conditions for sales were present, and all that was needed was to apply persuasion to the consumer.

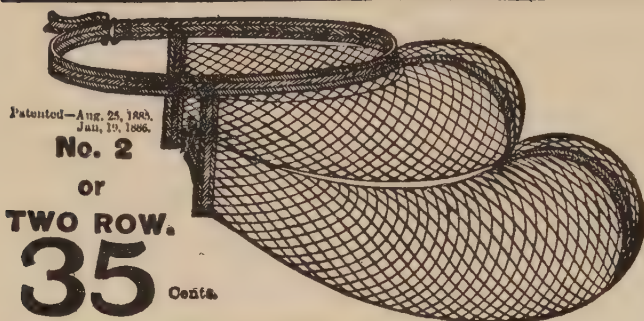
In that situation advertising became more profoundly important. "Advertising has to deal with the greatest principles underlying the relations of man to man," was the way a New York agency had put it in the panic year of 1893. "It is the medium of communication between the world's greatest forces—demand and supply. It is a more powerful element in human progress than steam or electricity. . . . That this state of things (neglect of advertising) will continue cannot be possible, and men may look forward to the day when advertising will be what it has long deserved to be, one of the world's greatest sciences."

Likewise, in the chapter on advertising which F. W. Ayer wrote in 1893 for Chauncey Depew's "One Hundred Years of American

IN 1881

Forty lines in Youth's Companion; quarter page, cover position, in standard monthlies.

A Braided Wire Bustle FOR 25 Cents.



Patented—Aug. 25, 1883.
Jan. 19, 1886.

No. 2
or
TWO ROW.
35 Cents.



Patented—Aug. 25, 1883.
Jan. 19, 1886.

No. 3
or
THREE ROW.
ONLY 45 Cents.

WESTON & WELLS' HEALTH BRAIDED WIRE BUSTLES.

Great Reduction in Price. Improved Quality.

In order to supply the constantly increasing demand for our Goods in England, France and the United States, we have lately become interested in the manufacture of the fine tempered steel wire of which our bustles are made. This enables us to offer the goods at the following reduced prices. Quality guaranteed equal to any ever manufactured by us. These goods are covered with hard enamel, which prevents their rusting in any climate or at the seashore. The tapes on all our bustles are now secured at the ends by metal fastenings, which prevent them from coming loose, even when exposed to severe usage.

No. 1 or one Row.....	25c.	"A" White Wire.....	35c.
No. 2 or two Row, larger.....	35c.	Daisy, two Row, White Wire..	35c.
No. 3 or three Row, large.....	45c.	Pearl, three Row, White Wire	45c.
No. 4 or four Row, extra large..	65c.	Lady Washington Torsion Spg	50c.
No. 5 or five Row, full dress....	75c.	Paris, High Drapery.....	50c.
Misses' Cinderella, White Wire	20c.	Dress Forms, Lace Covered....	75c.
		Mikado Braided Wire Hair Rolls.....	15c.

Any of these articles SENT BY MAIL, postpaid, on receipt of price, if you do not find them at stores. Price lists and terms to Dealers on application. (Mention this paper.)

The Weston & Wells Manufacturing Co., 1017 Chestnut St., Philadelphia.

WOMEN'S WEAR IN 1880'S

Price and construction appear in a page in the Century Magazine for January, 1888. (Slightly reduced.)

DEPARTMENT STORE AN EXAMPLE FOR MANUFACTURER

Commerce" the Philadelphia advertising agent took occasion to say:

"The development—yes, even the continued existence of every industry described in this work depends upon the dissemination of information concerning it and the resulting knowledge of what it is and what it is doing. Such dissemination of information is advertising."

Manufacturers whom the current overdevelopment of capacity had put in the position of being able to produce more than the market was absorbing found food for thought in Mr. Ayer's frank statement of advertising's place in general progress and the manufacturer's dependence on it.

Concrete examples were necessary, however. In the great expansion of mail-order houses had come one which impressed with the possibilities for sales on a national scale. But more particularly to the spectacular growth of department stores as a result of advertising was due the more favorable attitude which came with something like a rush in the middle '90's. Everywhere over the country these concentrations of retail business were doubling and redoubling their volume by use of advertising. New department stores were started on faith in the potency of the newspaper announcements. They showed that sales in quantity, made possible by advertising, meant both lower prices to the consumer and more profit to the seller. To them the development of electric street railway transportation had the same relation as the great development of railroads had to the manufacturer, and advertising did the rest. Their national advertising had developed a catalog business that alone made great volume.

The example of the department store is believed to have been an influence for combinations of businesses, which was one of the outstanding industrial developments of the '90's. These concentrations, at first thought undesirable, later were recognized as making for the general good when kept within bounds. They added further to industry's need for selling more products to more people. Subsequently the opportunity which advertising gave for national selling was directly responsible for consolidations.

Department-store experience had made it plain that people would buy an article they did not know they wanted until the advertising

THE HISTORY AND DEVELOPMENT OF ADVERTISING

pictured its advantages. National advertising also had proved it. Bicycles and the Kodak were notable instances of the early '90's. John Smith may have been thinking, if he thought about it at all, that a certain article was above his mode of living. The local store-keeper may have thought so, too, But when the newspaper, magazine, or billboard advertisement invited John Smith to use the article, he bought it, and he and his family took pride in possessing it and felt themselves on a higher social plane in consequence.

This was, of course, what advertising agencies had been preaching to manufacturers, but without adequate response. Some had off and on for years used "cards" or made special insertions on insistent solicitation, but could trace no results. "Natural growth" got some credit, advertising seldom received any. Advertising men were regarded as something of a nuisance, but when the author in 1896 was looking for a modest office in which to establish his agency he selected a location at 12 John St., near Broadway, despite a sign at the door reading, "Peddlers, book agents and advertising men not allowed in this building." Needless to say the sign came down the day the lease was signed.

Armed with the example of the department stores and with an accumulating number of national advertising successes for legitimate products, the agency found the overdeveloped plant more responsive. One difficulty was to advertise extensively on the relatively small margin on which the manufacturer worked. Advertising men had for years met with the blunt statement that it was one thing to sell a bottle of medicine for a dollar and another to sell an article for a few cents and have money to use in advertising. But once convinced that advertising was the solution for his selling problem, even the manufacturer of the low-priced article found the means for financing a start, and thus the beginning of the quantity production era also marked the first practical recognition of advertising as a truly great developmental force in industry, as essential as power, machinery and transportation.



B. ALTMAN & CO.

Have received their first shipments of this season's importations of

LADIES' COSTUMES, HATS, BONNETS

AND CHOICE LINES OF

SILKS, VELVETS, LACES AND TRIMMINGS

18TH—19TH STREETS—SIXTH AVENUE, NEW YORK

NATIONAL ADVERTISING BY DEPARTMENT STORES EARLY IN 1890's

A page in Vogue for April 16, 1893. (Reduced nearly one half.)

CHAPTER XXXIX

THE FORMATIVE DAYS OF MODERN ADVERTISING

In its new dignity as a factor in broad economic development advertising had become a subject for discussion in publications of the type of *Annals of the American Academy of Political and Social Science* and the *Social Economist*. In an article on "The Economics of Advertising" in the *Social Economist* for February, 1893, the total expenditure for advertising in newspapers was estimated at \$100,000,000. Political economists had called advertising a waste. But, asked the writer, Emerson P. Harris,

. . . is advertising essentially an evil of the competitive system, or is the fact that advertising exists under competition a guarantee of its real utility? . . . Competition, while it does not insure economy in the work of distribution as a whole, does compel the individual dealer to practise rigid economy. He cannot incur any expense of a kind which adds to the price of the commodity unless the buyer is so served thereby as to induce him to pay the increase. If through advertising, for example, no adequate service were rendered, competition, instead of compelling the use of it, would prohibit the needless expense. The point at which competition fails is in its inability to prevent the multiplication of a necessary expense for a service rendered. This is no more true of the item of advertising than of other expenses like interest, rent, etc. . . .

As knowledge of a commodity must precede its sale, making a thing known to the consumer is as necessary a step in its distribution as moving it to him. . . . The magnitude and importance of making the consumer familiar with the products of the producer are greatly increased by changed and changing conditions. Chief among these are the increasing distance between the producer and consumer due to the concentration of manufacturing at large centers; and the increase in the number and complexity of the wants of con-

INCREASE IN LOCAL VOLUME BECOMES IMPRESSIVE

sumers on the one hand and the consequent multiplicity and intricacy of products on the other. . . . To bridge the widening gulf, establishing easy communication and bring maker and user into closer touch, is the difficult task in which the merchant seeks the aid of the printing press. Advertising is the application of steam power to the dissemination of that knowledge of the utility of commodities which is necessary to their widest use.

The efficacy and utility of advertising is as great as the difference between the use of tongue and the use of type in the distribution of ideas. Advertising does not impose a new tax upon the consumer, nor add a new step to the work of distribution, but simply substitutes new methods and machinery for doing what must otherwise be more expensively and less efficiently done by antiquated methods. . . . The proprietor of a new article, calculated to contribute to the well-being of its user, does not sit and trust to chance for people to learn of its value. He takes the vague discontent or need of the public, changes it into want, and the want into effective desire—demand; and in supplying the demand which he has developed by making his article known, derives a small commission upon what is perhaps a vast advantage to society. His incentive is due to private ownership, and the great instrument in his hands is advertising, a means of communication of which we are learning the A B C.

Printers' Ink took up industry after industry and pointed out the possibilities for greater sales by each through the use of advertising. Nathaniel C. Fowler, Charles Austin Bates and others, besides their contributions to *Printers' Ink*, and their dissemination in book form of the general principles of sound advertising, wrote manuals for the advertising of specific businesses. From the pen of John E. Powers also came a series of brochures on the application of advertising to specific businesses.

For the retailer ready-made advertising became available from many sources. With a handy volume of selling phrases to select from, every retail merchant became a writer of advertisements which had the professional ring that satisfied him. Local advertising received an impetus everywhere from these aids to forceful statement. The resulting growth in volume of local advertising made additional impression on prospective general advertisers.

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Street-car advertising took a long bound and helped build faith. The first systemization of street-car advertising was the work of the Carleton & Kissam agency, which, from control of 9 cities and a few hundred cars in 1889, built up a string of 54 cities and 9,000 cars by 1895 and brought manufacturers to the use of them. In 1899 Ward & Gow had 14,000 cars in 100 cities.

Advertising agencies in 1890 were for the most part still of the mere space-selling type, but the modern service agency was beginning to function. Lord & Thomas, N. W. Ayer & Son, Pettengill & Co. and the J. Walter Thompson Company were pioneers in the type of agency which analyzed and planned, and, instead of doing only what the advertiser proposed, made suggestions based on its own general experience and its own investigation into the advertiser's special problem. The number of successful general campaigns which originated in the West in the '90's was evidence of the work being done by the Lord & Thomas and Thompson agencies.

Total of advertising in general magazines had grown some 200 or 300 per cent. between 1880 and 1890. That expansion was due in large measure to years of effort by the J. Walter Thompson Company. To the aid of the older agencies in developing the new opportunities presented by the '90's came young recruits like the Frank Presbrey Company, organized in 1896. But the most potent single factor in the stimulation of general magazine advertising undoubtedly was the big promotional program inaugurated by Cyrus H. K. Curtis. This began with heavy advertising for subscriptions to the Ladies' Home Journal, which raised the circulation of that publication to more than seven hundred and fifty thousand by the end of 1895. (Modern agency development and magazine progress will each be treated in more detail in later chapters.)

The higher estimation in which advertising was held, and the magnitude of the expenditure involved in its use on a large scale, resulted in a more serious consideration of the capability of men selected to handle it. In the bigger concerns the amateur no longer was permitted to write the advertising. Men of ability were sought by the larger manufacturers. The agency was given greater responsibility, and here the production of ideas was stimulated by competition for the new type of business.

SHOES ETC. 53

CAUTION

W. L. Douglas's name and the price are stamped on the bottom of all shoes advertised by him before leaving his factory; this protects the wearers against high prices and inferior goods. If your dealer offers you Shoes without W. L. DOUGLAS'S name and price stamped on them, and says they are his Shoes, or just as good, do not be deceived thereby. Dealers make more profit on unknown shoes that are not warranted by anybody; therefore do not be induced to buy shoes that have no reputation. Buy only those that have W. L. DOUGLAS'S name and the price stamped on the bottom, and you are sure to get full value for your money. Thousands of dollars are saved annually in this country by the wearers of W. L. DOUGLAS'S SHOES.



W. L. DOUGLAS \$3 SHOE FOR GENTLEMEN

MADE SEAMLESS. WITHOUT TACKS OR NAILS.

The reputation of this Shoe is so well established that it is not necessary to go into details.

- \$5.00 GENUINE HAND-SEWED SHOE.** A fine dress shoe made of the best stock.
- \$4.00 HAND-SEWED WELT SHOE.** The best shoe for the price in the market.
- \$3.50 POLICE AND FARMERS' SHOE.** Is made expressly for Policemen, Letter Carriers, Railroad men and Farmers.
- \$3.50 EXTRA VALUE CALF SHOE.** Made purposely for heavy wear, and should last a year.
- \$3.25 WORKINGMAN'S SHOE.** Is specially recommended for service and comfort.
- \$2.00 GOOD-WEAR SHOE.** Look at them and judge for yourself.
- \$3.00 and \$1.75 BOYS' SCHOOL SHOES.** Have been thoroughly tested and give the best satisfaction.

ALL MADE IN CONGRESS, BUTTON AND LACE.

W. L. DOUGLAS \$3 AND \$2 SHOES FOR LADIES.

When the question was suggested of putting a lady's shoe on the market at a popular price, we at once experimented to get a good serviceable, stylish shoe to sell at \$3.00. After much trouble and expense, we at last succeeded, and can now give you a shoe that is in every way worthy of your consideration, and you will find it equal to those which have been costing you \$4.00 and \$5.00. These shoes are not made of French kid, but of the best kid that can be produced in this country, and we defy any but an expert to distinguish between the two, and venture to say, if the question of service and quality comes up, the decision would be in favor of W. L. DOUGLAS'S \$3.00 Shoe for Ladies. Another and excellent recommendation is they are made without tacks or nails, having a smooth inner sole which rids one of the annoyance of soiled hose and sore feet.

If your dealer will not get you the kind or style you want, send your order direct to the factory, with the price inclosed, and they will be sent you by return mail, postage free; consequently, no matter where you live, you can always get W. L. DOUGLAS'S SHOES. Be sure and state size and width you wear; if not sure, send for an order blank giving full instructions how to get a perfect fit.

W. L. DOUGLAS, Brockton, Mass.

June, '89.

AN OLD FRIEND IN THE 1880's

A full-page advertisement in the standard magazines for June, 1889. (Slightly reduced.)

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“A revolution in advertising” was the New York Sun’s description of the change, which it commented on in an editorial early in 1896:

The development of the art of advertising during the last four or five years has been remarkable. The newspaper advertisement has changed radically both in form and character. It is no longer a bold and dry announcement of a private business, to which a great part of the newspaper readers gave no particular attention, but has become a feature of the journal that compels everybody’s attention.

That is because the advertisements of all extensive advertisers are now prepared more carefully and skillfully with regard to both their literary construction and their typographical display. They are better written and more artistic in appearance. They present more attractively and strikingly the peculiar features and advantages of the business or articles advertised. . . . Every word is made to sell, and therein is the secret of the most effective writing.

. . . The concentration of business, brought about because of the distinction secured by advertising, has tended directly to the lowering of prices. They are able to conduct their vastly increased business with a much smaller percentage of cost. Buying in great quantities they can buy cheaper.

The present very interesting and striking revolution in advertising methods is, therefore, only the beginning of a development which will produce radical changes in the business world. . . .

Newspaper proprietors paid more attention to the kind of man selected for the position of advertising manager, and men whose ability was limited to copy chasing no longer were given charge of the department. Newspaper plans to create new advertisers and to make advertising more effective began to be formulated. Where the whole direction of the business end of the newspaper had been in the hands of a business manager there now came a distinct and responsible advertising manager, who took charge of the advertising and had nothing to do with circulation, paper supply, composition and other important affairs of the newspaper office which had been taking time away from the promotion of advertising volume.

The new enthusiasm was expressed also in the arrival of an important constructive force—organized advertising. In Chicago, the Agate

ADVERTISING MEN BEGIN TO ORGANIZE

Club was formed by four advertising men who realized the importance of the new great power in the manufacturing and commercial world. In New York, the Sphinx Club, composed of leaders of advertising activity over the country, was launched in 1896, with Manly M. Gil- lam as its first president and its object

. . . to acquire and disseminate, through the interchange of ideas, a clearer understanding of the problems of advertising and the betterment of advertising.

The Sphinx Club has had more than thirty years of prosperous existence and is probably the best known advertising club in the world.

CHAPTER XL

CONSTRUCTIVE INFLUENCE OF PULITZER AND HEARST

Of great bearing on the future of advertising was the advent of Joseph Pulitzer and William Randolph Hearst in New York journalism.

Pulitzer, who had come from St. Louis and bought the New York World in 1883, sold his advertising space on the basis of actual circulation and at a fixed price, which was extremely low in comparison with that of the other papers. Returns from advertising in the World were satisfactory, and a 2½-cent rate encouraged merchants to use larger and larger space in that paper. The World gave further encouragement to large space by abandoning the traditional penalty on cuts and broken-column rules. The paper prospered and became enterprising in a news way in proportion to its prosperity. By 1890 it had become an outstanding example of newspaper enterprise. Light features, especially such as would interest women, were introduced, and in news stories and public-spirited stunts the World presently was outdoing the Herald of James Gordon Bennett, who once said to a serious-minded youth: "Young man, to instruct people, as you say, is not the mission of journalism—the mission, if journalism has any, is to startle and amuse." Pulitzer produced a newspaper that came closer to the ordinary thoughts and lives of the majority of the people. He systematically illustrated the World, made it easy to read, and gave it a widely popular appeal which created a new type of newspaper reader.

When Hearst arrived in New York in 1895 from his success with the San Francisco Examiner and bought the New York Morning Journal the World was forced to even greater efforts, with the result that newspaper distribution got into new high ground. This was the beginning of daily newspaper circulations of hundreds of thousands. New depths were constantly being sounded by "yellow journalism," named after

POTENTIALITIES OF THE HEARST IDEA RECOGNIZED

that one-toothed comic-page brat, born in the brain of Richard Outcault, and appearing first in the *World*, whose costume was a dirty flowing smock which the *World's* printing foreman had suggested be made of solid yellow because that would give the best printing results. This comic, so distasteful to many, was to a more numerous class a delight which boosted the *World's* circulation each week to new high figures. Hearst induced the artist to move to the *Journal* and kept to the yellow color. Pulitzer continued the comic with another artist. Other comics were born. The Sunday comic supplement became an American institution, spread a few years later into the week-day paper, and, combined with sensational news text and sensational news illustrations, provided an interest for the less serious minded which made ten buyers of newspapers where there had been one and brought the advertiser's message into that many more homes.



THE "YELLOW KID" IN ADVERTISING

As used in an advertisement for a church entertainment in the Middletown, Ohio, *Signal* in 1899.

The commercial possibilities of the scare-head journalism were quickly recognized. When Hearst had been in New York a year and had run the circulation of the *Journal* up to 250,000, *Printers' Ink* in an editorial quoted "a veteran advertising man":

The young man from across the continent is already rearing a colossal structure, upon a foundation plainly wide and broad and strong enough to sustain any weight and height its projector may aspire to construct. He will do what before has not been done. It is as certain as fate.

Competition of "picture newspapers" has never permanently injured the circulation of the conservative papers. Their circulation has, in fact, been helped by converts to the reading habit turned up by the

THE HISTORY AND DEVELOPMENT OF ADVERTISING

popular style of paper. Papers like the tabloid New York News of recent years, which in a short period has acquired a circulation of more than a million and appears to be able to get as much as it goes after, provide in many instances the beginning of a reading habit which starts with the easy mental task of grasping a picture and gradually acquires interest in events and a broadened view that leads to the purchase of other periodicals. The daily comic strip, which in 1928 is responsible for so much of the circulation of newspapers not classed as yellow, and many other circulation-making features of our more conservative papers, originated in the so-called "yellow" papers. If the esthetic value of the yellow and modified yellow in newspapers is doubtful, that cannot be said of the advertising opportunity and great benefit to industry which mass circulation provides.

Another beginning in the inceptive '90's was the New York Times of Adolph S. Ochs, who became the owner in 1896 and by his policy of catering to the more conservative, and by spending money freely to obtain news of real importance that was "fit to print," has built up the world's most influential newspaper and a circulation of a class which makes the Times one of the very best and most appreciated advertising mediums. Its influence has always been toward placing journalism and advertising on a higher plane. This policy Mr. Ochs and the able business manager of the Times, Louis Wiley, have developed in a manner that has made the Times a newspaper model for the whole world. In the decade when modern advertising was germinating the New York Times set a standard in journalism which appealed to the more conservative and more hesitant merchant or manufacturer.

Whitelaw Reid had been editor of the New York Tribune since the death of Horace Greeley in 1872, and by his scholarly attainments had added luster to a famous newspaper. James Gordon Bennett's enterprise had made seemingly permanent the New York Herald's position as the leading newspaper advertising medium in the land. These two papers, both favorites with advertisers in the 1890's, were building for that excellent example of the best in 1928 journalism.

The '90's also saw the New York Sun in the full flower of Charles A. Dana's editorship. The interest that the Sun's manner of presenting news gave to the paper resulted in a wide imitation, and the Sun made a deep impression on American journalism, with resulting good to

WOMAN'S PAGE AND SPORT NEWS AID CIRCULATION

circulation and advertising the country over. In this decade also the East began to learn from the energetic West, where the Chicago Tribune, the Chicago Daily News, the Kansas City Star and other dailies were providing examples of good management and systematically building up interest in advertising. The Chicago Daily News was one of the first papers to give actual figures on its circulation. Large space at this time made greater advance in Chicago and the West than in New York, mainly perhaps because of lower rates, but partly owing to fewer mechanical restrictions by papers on advertisers.

The increase in number of women purchasers of newspapers which began in the '90's is one of the epoch-making developments of that eventful decade. The Pulitzer and Hearst papers emphasized the feminine interest. There was a general awakening among newspapers to the importance of obtaining more women readers for the department-store advertising. This, with the concurrent circulation-promotion work of the Ladies' Home Journal, Woman's Home Companion, Delineator, McCall's and others in the magazine field, had large meaning to the expansion of advertising volume. Another development of prime circulation significance was a new featuring of sporting news, which brought larger demand for the daily paper.

Circulation statements became somewhat more reliable, and that gave advertisers confidence. Part of this was due to more truthfulness in publishers' claims, helped along by Pulitzer's profitable policy in that respect, and part to greater skill by agencies in estimating the probabilities. (The Audit Bureau of Circulations was not formed until 1914.) Like machinery for manufacture in general, machinery for the fast manufacture of newspapers had reached a high stage of development. Presses had been available since the '80's which were able to handle expeditiously the huge newspaper circulation when it began to accumulate. The linotype came into common use in the 90's. In the printing of magazines the rotary press had been in use since 1884. Rural free delivery arrived and brought about an important increase of delivery of periodicals to the farm. For the greater expansion that was to come, advertising had available ample mechanical and distributive facilities.

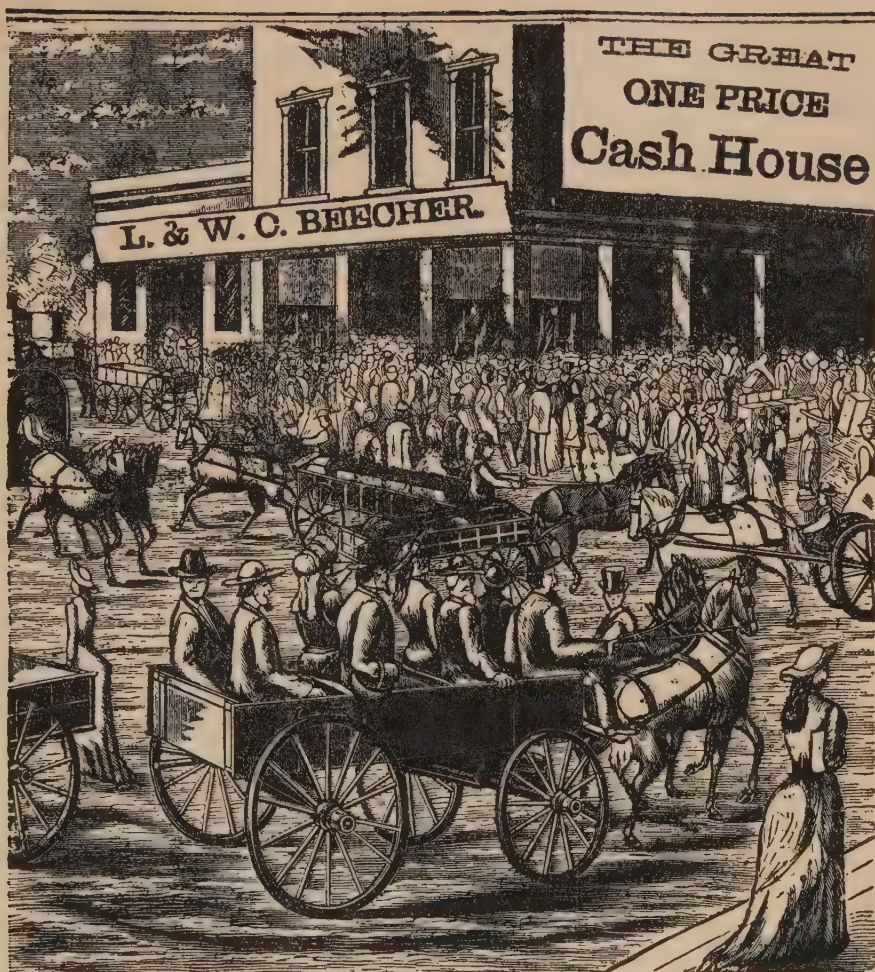
CHAPTER XLI

TREMENDOUS EFFECT OF THE HALF-TONE

To Pulitzer's genius for gauging the popular mind we owe, not only the beginnings of large newspaper circulations and their powerful effect on advertising but also indirectly the introduction of art in American advertising and the far-reaching effect of that development of the '90's on attention, results and volume. Pulitzer established the first newspaper art department and demonstrated that liberal use of pictures would multiply sales by ten. Hearst did even more with pictures. Munsey saw the possibilities of emphasizing the picture in the magazine field. His illustrated ten-cent periodical reached a circulation of 400,000. Advertising men came to a new realization of the value of the illustration, and the great bicycle publicity of the '90's reflected their heightened appreciation of its worth. The art poster, first used in the United States by bicycle manufacturers, brought such artists as Bradley, Rhead, Remington and Parrish into American advertising work in the '90's.

Then came what was regarded as a flood of illustrations, the human character trade-mark being an early and effective use of the new aid. By 1896 illustrations had become so much a characteristic of the advertisement that the Western Druggist ventured a prophecy that "when the history of advertising is written, the present will be known as 'the picture period.'" American advertisers in general had yet to take up the type of art work introduced in English magazine advertising by the purchase of paintings done by royal academicians, but what we lacked in transcendent artistic value was made up for in profusion.

Etched line engravings had long been available, replacing the expensive woodcut. In the '80's "process engraving," an approximation of the half-tone, gave new effects. Before that there was a lithograph "half-tone," first used by Leggo Brothers of Montreal in 1869 as en-



GRAND FALL OPENING AT
L. & W. C. BEECHER'S, . . . **223 High Street,**
 WHERE WILL BE FOUND AT ALL TIMES A LARGE ASSORTMENT OF
STAPLE AND FANCY DRY GOODS,
Notions, Hosiery, Cloves, Umbrellas, &c.

A SMALL-TOWN SHOPPING CENTER IN THE 1880's
 Showing the kind of art work that got through in the early modern days of illustrated newspaper advertisements. (Reduced from 3-column widths.)

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gravers for the Canadian Illustrated News, and later by the New York Graphic, an illustrated daily, in which the lithograph half-tone process had some scattered employment in news pictures from 1873 to 1881. There had been occasional appearance of the lithograph half-tone in booklets put out by Montreal advertisers beginning about 1872. In American advertising an early if not first use of the half-tone was by the author of this volume, who employed it in a railroad folder in 1881.

The half-tone practicable for magazine printing, which, when it came into general use by advertisers in the 1890's was a main influence for growth of publication advertising, was invented by Frederick E. Ives of Philadelphia, whose seventy patents at this writing include the trichromatic half-tone, and various color processes, and have provided advertising with mechanical means for attractiveness without which progress since 1890 would not have been so rapid. In view of the dispute as to who invented the true half-tone—credit often is given Meisenbach, a German photographer, and there have been other claimants to prior use—the author in 1927 obtained from Mr. Ives this statement of the early history of the process:

The first suggestion of a half-tone process, though not called by that name, was made by Fox Talbot (an intaglio process) before I was born. Several unsuccessful attempts were made to realize a practical process in the years following, but the first commercial production of half-tone process plates, and the first public use of the term "half-tone" to designate such process and product, was made by me in February, 1881, in the establishment of Grosscup & West, Philadelphia, and by a process which I invented while in charge of the photo laboratory at Cornell University in 1878. This original process, though representing precisely the same fundamental principle as that of today, was not a screen process but a photo-mechanical process, a description of which appeared in an article by R. R. Bowker in Harper's Magazine for July, 1887. The plates came into immediate use in publications of the highest class, though the printers did not know how to handle them as well as they do now.

At the time the article in Harper's appeared I had invented and was using the crossline screen process of today, and neither the Harpers nor any of our customers discovered any

AN ESTIMATE OF IMPORTANCE OF HALF-TONE

difference in the character or quality of my work when I made the change. Both processes yielded the same product. The next process to be commercially exploited was that of Meisenbach of Germany, in 1883, which process was inferior and was abandoned when my crossline screen process became known.

It was the Ives invention that made possible the use of half-tone plates on typographic presses. William T. Innes, who has given considerable time to looking up and checking claims of priority in half-tone invention or use, has found that examples cited of use before 1881 were lithographic and not half-tones in the modern sense. In an article in *Inland Printer* for June, 1927, Mr. Innes paid this tribute to Frederick E. Ives:

Every half-tone experiment before Ives was an eventual failure. His first process made the first successful cross-line relief plates for use on typographic presses (1878). His second process (1885-86) is in universal use. It made the half-tone a practical thing, with all its tremendous significance in the world. Today Ives' direct and indirect contributions to printing, photo-engraving and advertising eclipse in importance the work of any other living man.

Colored inserts in the magazines, arriving in the middle '90's, added new effectiveness to the advertiser's message, and gave further impetus to advertising pace. In England colored inserts had been in use several years before the first appeared in the United States.

CHAPTER XLII

BROAD EXTENSION OF ADVERTISING IN THE 1890's

It was a marvelous thing to be living in the end of the century period—"fin de siècle" was the highbrow way of saying it. There was the glorious Chicago's World's Fair of 1893, visited by 12,000,000 persons, which was, by the way, a publicity success that has never been equaled by a similar enterprise. The skyscraper, the long-distance telephone, the X-ray, the motion picture, the wireless telegraph, the automobile, the airplane and radium were among the inventions and discoveries—one wonder on top of another. Then the Spanish War and the Klondike gold rush, events of a nature to stir even more deeply than scientific discoveries the imagination of the whole people. Ambition was enkindled, and advertisers found fruitful ground.

How pregnant the advertising '90s were with the future of American business may be put with the statement that it was in this period that the foundation was laid with large-scale advertising for such present-day establishments as the Eastman Kodak Company, Sears, Roebuck & Co., the Quaker Oats Company, the Shredded Wheat Company, Postum Cereal Company, H. L. Heinz, Gold Dust, the National Biscuit Company and others of similar size and prestige in 1928.

By 1897 there had appeared the following advertisers whose publicity was general and in sufficient volume to cause them to be classed as "prominent" under the new standards. Some had advertised before 1890, but most of them had not begun in a substantial way until the middle of the decade. Besides magazines, many of them were using larger space and bigger schedules in the newspapers. Campaigns had been enlarged in all directions. It is interesting to note the percentage of names which represent leaders thirty years later in the different fields:

LEADERS IN NATIONAL ADVERTISING IN 1890'S

A. P. W. Paper	Gold Dust Washing Powder
Adams Tutti Frutti Gum	Gorham's Silver
Æolian Company	Gramophone
American Express Traveler's Cheques	Great Northern Railroad
Armour Beef Extract	H-O Breakfast Food
Autoharp	Hamburg American Line
Baker's Cocoa	Hammond Typewriter
Battle Ax Plug Tobacco	Hartford Bicycle
Beardsley's Shredded Codfish	Hartshorn's Shade Rollers
Beeman's Pepsin Gum	Heinz's Baked Beans
Bent's Crown Piano	Peter Henderson & Co.
Burlington Railroad	Hires' Root Beer
Burnett's Extracts	Hoffman House Cigars
California Fig Syrup	Huyler's Chocolates
Caligraph Typewriter	Hunyadi Janos
Castoria	Ingersoll Watches
A. B. Chase Piano	Ives & Pond Piano
Chicago Great Western	Ivory Soap
Chicago, Milwaukee & St. Paul Railroad	Jaeger Underwear
Chicago Great Western Railway	Kirk's American Family Soap
Chocolat-Menier	Kodak
Chickering Piano	Liebeg's Extract of Beef
Columbia Bicycles	Lipton's Teas
Cleveland Baking Powder	Lowney's Chocolates
Cottolene Shortening	Lundborg's Perfumes
Cook's Tours	James McCutcheon Linens
Crown Pianos	Dr. Lyon's Toothpowder
Crescent Bicycles	Mason & Hamlin Piano
Devoe & Raynolds Artist's Materials	Mellin's Food
Cuticura Soap	Mennen's Talcum Powder
Derby Desks	Michigan Central Railroad
De Long Hook and Eye	Monarch Bicycles
Diamond Dyes	J. L. Mott Indoor Plumbing
Dixon's Graphite Paint	Munsing Underwear
Dixon's Pencils	Murphy Varnish Company
W. L. Douglas Shoes	New England Mincemeat
Edison Mimeograph	New York Central Railroad
Earl & Wilson Collars	North German Lloyd
Elgin Watches	Old Dominion Line
Edison Phonograph	Oneita Knitted Goods
Everett Piano	Packer's Tar Soap
Epps's Cocoa	Pearline Soap Powder
Estey Organ	Pearltop Lamp Chimneys
Fall River Line	Pears' Soap
Felt & Tarrant Comptometer	Alfred Peats Wall Paper
Ferry's Seeds	Pettijohn's Breakfast Food
Fisher Piano	Pittsburgh Stogies
Fowler Bicycles	Pond's Extract
Franco American Soup	Postum Cereal
Garland Stoves	Prudential Insurance Co.
Gold Dust	Quaker Oats

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Rambler Bicycles	Sunlight Soap
Redfern Corsets	Uneeda Biscuit
Regal Shoes	Union Pacific Railroad
R. & G. Corsets	Van Camp's Pork & Beans
Remington Bicycles	Van Camp's Soups
Remington Typewriter	Van Houten's Cocoa
Rising Sun Stove Polish	Vaughan's Seeds
Rogers 1847 Silverware	Vichy Celestins
Royal Baking Powder	Victor Bicycles
Santa Fe Railroad	Vin Mariani
Sapolio	Vose Piano
Scott's Emulsion	Waltham Watches
Sears, Roebuck & Co.	Warner's Corsets
Sen Sen For The Breath	Warwick Cycles
Shredded Wheat	Waterbury Watches
S. H. & M. Dress Bindings	Waterman Fountain Pen
Smith Premier Typewriter	Waverley Bicycles
Sorosis Shoes	Weber Piano
Southern Railway	White Label Soups
Sozodont Dentifrice	Whitman's Chocolates
Spalding Bicycle	Williams Shaving Soap
Spencerian Pens	Williams Toilet Soap
Standard Mfg. Co. Bathtubs	Winchester Arms
Steinway Piano	Woodbury's Facial Soap
Sterling Bicycles	Wool Soap
Studebaker Carriages	

The number who were advertising only in states near the plant, or in a more restricted territory, had shown a big increase in a few years, and by the end of the century many of these had joined the list of general advertisers.

In the fall of 1898 the Press and Printer of Boston made a tabulation of advertisers who were using regularly periodicals of general circulation, excluding those who used only a few lines and the occasional advertiser. The total thus found was 2,583 and the number of advertisers in each class as follows:

Medicines, remedies and articles sold in drug stores	425
Household articles, furniture, etc.	216
Wearing apparel	193
Food and drink	152
Construction and equipment	144
Bicycle and bicycle sundries	133
Books	130
Periodicals	128
Stationery and office furnishings	124
Sporting goods and outdoor amusements	109
Photography, pictures, art	86

GEOGRAPHICAL LOCATION OF ADVERTISERS IN 1890'S

Seeds, flowers, trees, etc.	76
Jewelry, ornaments, toilet appliances	72
Sewing, fancy work, etc.	55
Agents wanted	48
Agricultural, poultry, etc.	41
Instruction, teachers, agencies, etc.	37
Railroads	37
Hotels	25
Electrical devices	25
Steamship lines	21
Carriages, harness, etc.	19
Infants' goods	17
Tobacco, cigars, etc.	17
Miscellaneous	150
Total	<hr/> 2,583

Under "food and drink" were beer and whisky advertisements. Soap makers probably were included under the 216 advertising "household articles." Perhaps the most interesting item is the count of 133 advertisers of bicycles and bicycle accessories. Bicycle advertising then occupied somewhat the position that radio advertising has in 1928, but constituted a larger percentage of the whole. It was estimated in 1898 that bicycle advertising made up 10 per cent. of all national advertising.

Nearly four fifths of the 2,583 general advertisers in 1898 had their addresses in these six states:

New York	863
Illinois	367
Massachusetts	364
Michigan	104
Pennsylvania	187
Ohio	189

The total for twenty large cities was 1,627, of which the principal five had:

New York	664
Chicago	308
Boston	243
Philadelphia	134
Pittsburgh	16

There were ten general advertisers using large space in 1898 where there had been one ten years earlier. Nor was the importance so much

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in the increase of number of page advertisements as in character of the general advertiser. The patent-medicine proprietors, with individual expenditures running up to \$700,000 a year, still were the most important group of general advertisers from the standpoint of expenditure, but the manufacturers of other articles, such as soap and breakfast food, were rapidly coming into the class in which the individual expenditure went into hundreds of thousands. Railroads also were making appropriations in large figures, though mostly for booklet work. For contrast of number with the present day we have the estimate of ten thousand general advertisers in 1928, but here again the comparison is of course incomplete owing to the much larger space and wider list of publications used by the average advertiser in 1928.

CHAPTER XLIII

ADVERTISING TURNS TO SLOGANS

Copy in the 1890 decade took on pronounced characteristics. So strongly marked were these that in no period before or since does a survey of advertising reveal such general adoption and dominant featuring of two or three striking methods by leading advertisers. A principal characteristic was the catchy advertising phrase, later called slogan.

It is but slight exaggeration, if any, to say that modern advertising got its first real energy in 1891 from two slogans: "You press the button; we do the rest" and "See that hump?" The rapidity with which these phrases struck the popular fancy and became a part of everyday language brought out in a few years so many slogans that a collection for the first ten-year period alone would make a book. Some, incorporated in trade-marks, came to be worth millions of dollars to their owners.

Slogans appear to have been an evolution from the old iteration phrase and the billboard style of newspaper advertising which preceded them. Royal Baking Powder's "Absolutely Pure" had by strong featuring, constant iteration and wide use for more than a decade become the reason-why for Royal's outstanding success. Hornby's oatmeal apparently had obtained a wide sale largely through a constantly iterated reminder to "Eat H-O." Colorless two-word phrases, widely proclaimed, thus had done big things for concerns whose success was undeniably due to advertising. The topical copy common in the '80's, which depended on decoying the newspaper reader with a startling news caption, was becoming less effective as more and more readers found this trick a tiresome practical joke. Most of the men recognized as proficient in advertising were advocates of briefness. The sententiousness of John E. Powers's style had given

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advertising lingo the term "a Powersism" to describe a pithy sentence. "Put only one idea in an advertisement" was known as "the Fowler idea," and this oft-repeated advice from the most prolific writer of the period on the technique of advertising had wide dissemination among those interested.

In the '70's and '80's the then higher percentage of people who did not regularly read a newspaper had made the billboard a first thought with the advertiser, and in the early '90's it was estimated that 25 per cent. of all advertising expenditure was still going into billboards. Short copy on the billboards had sold goods. Why shouldn't it in the expanded program be just as successful in the newspaper and magazine?

"Use Sapolio," "Eat H-O" and other brief urges stepped from the billboard into the newspaper, where, set in large type, and accompanied by a few lines of text, they became the outstanding style in advertising in the first years of the '90's.

A writer in *Profitable Advertising*, seeking to explain the effectiveness of two-word copy that gave no reasons why the product should be purchased, offered this:

A lack of ability to long concentrate the attention and disinclination to concentrated mental effort is a distinctively American trait. It makes people eschew large ads in small type, lengthy and uninteresting explanation of the relative merits of wares, and everything that necessitates more than brief attention. Perhaps our busy life is accountable for this. In any case, it is a characteristic of which the advertiser may well take note.

In the newspaper or magazine the short bare phrase, in bold type and with the white space which advertisers had learned to use, got attention for the name of the product. The mysterious influence of printed advice was effective in the primer form until the multiplicity of it began to affect results. Then the wits of the advertising writer were sharpened by effort to put a world of meaning into a short sentence or to construct one that by its aptness or uniqueness would cause it to be noticed and remembered by a larger percentage of the audience—and the quick and significant advertising slogan was born.

"YOU PRESS THE BUTTON; WE DO THE REST"

Some of the most successful ideas were happy flashes. Some were phrases taken out of copy used in earlier years. Others were laboriously worked out. "You press the button; we do the rest" occurred to George Eastman while he was reading the manuscript for a booklet. "See that hump?" originated with Carl M. Snyder, who was already a recognized expert in advertising when he submitted the idea to Richardson and De Long Brothers in 1891. The "99 $\frac{44}{100}$ per cent. pure" and "It floats" of Ivory Soap had been used in the text of Ivory Soap advertisements for fifteen years—had even been featured once by themselves in 18-point type in a page of magazine space in 1883—and were now plucked out and made single-idea copy by the advertising man hunting a catchphrase. The derivation of "Children cry for it" is found in a line of a Castoria jingle used more than ten years before: "When she was a child she cried for Castoria." The Rock of Gibraltar and U-need-a Biscuit were among those evolved in advertising agencies—the Rock by the J. Walter Thompson Company and Uneeda Biscuit by Henry N. McKinney of N. W. Ayer & Son. The famous Wool Soap kiddies came from Lord & Thomas, where a member of the staff got the first flash of the

SPORTING THE KODAK.

ANYBODY can use the KODAK. The operation of making a picture consists simply of pressing a button. One Hundred instantaneous pictures are made without re-loading. No dark room or chemicals are necessary. A division of labor is offered, whereby all the work of finishing the pictures is done at the factory, where the camera can be sent to be re-loaded. The operator need not learn anything about photography. He can "*Press the button*"—we do the rest.

Send for copy of KODAK Primer, with sample photograph.

The Eastman Dry Plate and Film Co.
Price, \$25.00. ROCHESTER, N. Y.

"YOU PRESS THE BUTTON"

One of the first appearances of the famous phrase. A quarter page in Scribner's and other magazines for March, 1889.

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idea from a picture he saw among the reading matter in a magazine.

Widely different conceptions of what constituted a good slogan are shown in the following list of such phrases current in 1898, five years after the slogan had begun to make its impression on advertising with general recognition of its utility:

Absolutely Pure (Royal Baking Powder)
You press the button; we do the rest (Kodak)
Good morning, have you used Pears' Soap?
He won't be happy till he gets it (Infant reaching for Pears' Soap)
See that hump? (De Long Hook and Eye)
It floats (Ivory Soap)
99 $\frac{4}{5}$ per cent. pure (Ivory Soap)
The Prudential has the strength of Gibraltar
My Mama used Wool Soap—I wish mine had (Children, one in shrunken shirt)
I used your soap two years ago, since when I have used no other. (Picture of tramp. Pears' Soap)
Millions use Pearline
Don't be a clam (Frank Siddall's Soap)
Do You Know Uneeda Biscuit?
The Beer that made Milwaukee famous (Schlitz)
All the news that's fit to print (New York Times)
If you see it in the Sun, it's so. (New York Sun)
Pure and sure (Cleveland Baking Powder)
Used every week-day, brings rest on Sunday (Sapolio)
A clean nation has ever been a strong nation (Sapolio)
It beats the Dutch (Phillips Cocoa)
A new era in bookselling (Brentano's bookstores)
Get a Regal on (Regal Shoes)
On a felt footing (Alfred Dodge's Felt Shoes)
I want some more (H-O Breakfast Cereal)
Costs less than one cent a cup (Baker's Cocoa)
Lasts as long as the skirt (S. H. & M. Dress Bindings)
It's easy to dye (Diamond Dyes)
Pigs in clover (Cottolene Shortening)
That's my Washburn (Lyon & Healy Pianos)
Victors set the pace (Victor Bicycles)
Built like a watch (Sterling Bicycles)
Crescent Sky High (Crescent Bicycles)
\$100 to all alike (Columbia bicycles)
Built on honor (Warwick Bicycles)
They have a tone that's all their own (New Departure Bicycle Bells)
Whose face is this (Portrait of Dr. Woodbury. Woodbury's Soap)
Jones, he pays the freight (Jones Scales)
Never since Adam dug (Peter Henderson & Co. Seeds)
Burpee's Seeds Grow (W. Atlee Burpee & Co.)
Costs a little more—but (Ferris Hams)
Which wins? (Adams Tutti Frutti Gum)

STRUGGLES OF THE EARLY SLOGAN MAKERS

The kind mother used to make (New England Mincemeat)
It's all in the edge (Christy Bread Knife)
Works while you sleep (Cascarets)
A cent, sent Bent (Piano Booklet)
Hear it snap (Ball & Socket Fastener)
Don't tobacco-spit your life away (No-to-bac Remedy)
In every Methodist pew (Methodist Hymnal)
Easy to play, easy to buy (Autoharp)
Out of paper (Samuel Ward & Co.)
Bottled Vigor (O-H Malt)
It gives Vim and Bounce (Pabst Malt Extract)
Do you wear pants? (Plymouth Rock Pants)
It's in the twist (Cupid Hair Pins)
Too good for bread (Sweet Clover flour)
They make the waist an inch smaller (Ever Ready Dress Stay)
How to be beautiful (Mme. Ruppert)
Pink Pills for Pale People (Dr. Williams Pills)
Yours for health (Lydia Pinkham)
For that tired feeling (Hood's Sarsaparilla)
Pill after pie (Ayer's Pills)

"You press the button; we do the rest" and "See that hump" given wide publicity by their owners, had become popular to an extent which bred paraphrasing and parodying on the stage, in the newspaper and in everyday conversation. To equal the Kodak and the Hook and Eye phrases in effectiveness was the ambition of the phrase coiner. In this emulation, however, some advertisers were handicapped by lack of opportunity for the exceptional aptness and catchiness that had helped give the models their popularity. Most phrase makers failed utterly to grasp the essentials of a good advertising phrase, apparently assuming that brevity was the sole requirement. "See that curve?" lacked the appeal of "See that hump?" The "Sky high" of one of the bicycle manufacturers was criticized as meaningless.

The Kodak phrase no doubt owed some of its felicity to current popular interest in the new wonders of button-responding electricity and some to the quick way in which it conveyed the information that anybody could now do what many believed still required some technical knowledge of photography, besides elaborate equipment. "See that hump?" pointed to the little patented loop which made the De Long Hook and Eye so secure a fastener and had an aptness and weight of meaning that no one missed. In addition it had that which tickled the popular sense of humor and caused it to be incorporated in the language of the quick-witted millions. It was spread everywhere

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by its owner, obtained a vogue in paraphrase equaled in that decade only by "You press the button," and few there were who did not know the De Long Hook and Eye.

"Appropriateness" was counseled as the first essential of an advertising phrase. "The rank and file of catch lines or phrases are a delusion so far as their actual advertising value is concerned," said a writer in *Printers' Ink* in 1897. "Many a man has the notion that he has but to introduce a smart saying or catchy sentence in each of his advertisements and repeat it to make it a household word and a clever advertisement for himself. This is, alas, a general idea but a mistaken one. . . . It should not only be distinctive but descriptive and educational."

Yet many that were quite appropriate and descriptive of the product failed alongside the "Don't be a clam" of Frank Siddall's Soap, a phrase which sold a great deal of that brand and gave advertising men a new insight which resulted in a modification of many dignified approaches and in a style since used in certain widely advertised lines with telling effect, especially in behalf of pipe tobaccos and cigarettes.

Slogan making developed into a specialty, and an interesting figure in advertising in later years was G. Herb Palin, expert sloganeer, who wrote thousands of phrases at ten for a hundred dollars, dashing them off as he talked with the advertiser. Among the phrases credited to him were: "Safety first," which doubtless has saved many lives; "See America first," which has influenced traveling Americans, and numbers of other clever lines which have been models for the slogan maker, such as "Call before seven, delivered before eleven" and "Wilson's label protects your table." Mr. Palin, who died in 1928, owed much of his success as a rapid-fire sloganeer to his taste for verse making, which gave him facility in terseness, euphony and rhyming.

To the general public "good advertising" continues to be synonymous with that birth of the '90's, the catchy phrase. No other item of the technique of publicity has the same interest for the average layman. No other feature of advertising gets as much secondary publicity for a product—if the phrase be widely enough diffused by the advertiser and has in it that which "touches the spot." The "Spotless Town" of Sapolio became a part of the language. Likewise the "Get the habit" of Brill Brothers of New York, which figured as the text



Drawn for THE CENTURY CO.

Ivory Soap It Floats

FIRST FEATURING OF THE SLOGAN "IT FLOATS"

From the Century Magazine for July, 1891. Five years later the idea was revived and used on a scale that made the phrase famous. (Slightly reduced.)

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for sermons on churchgoing as well as the refrain of stage songs. A number of stories have been told of American tourists on Mediterranean ships passing the Rock of Gibraltar and asking incredulously "Is that Gibraltar? I don't see the Prudential name." Examples such as

You know Uneeda Biscuit
His Master's Voice
Eventually, why not now?
There's a reason
The ham what am
Say it with flowers

That schoolgirl complexion
Ask the man who owns one
You just know she wears them
I'd walk a mile for a Camel
Save the surface and you save all!
Not a cough in a carload

have obtained a wide vogue in stage allusion and conversational adaptation because of the wide publicity given them by the advertiser and their ready adaptiveness to witty paraphrase.

The cleverness associated with slogan making has made it of value to advertisers aside from the utility of the slogan itself. Prizes widely offered for slogans and publicity to successful contestants have given a multitude of people a live interest in the product, its name and uses, which could not have been developed to the same degree by ordinary advertising methods.

Permanence of the quick-phrase idea is evidenced by its popularity forty years after its birth, when among the first demands of a new advertiser is for "a good slogan." In 1928 advertisers had registered 6,000 such phrases with Printers' Ink. The idea persists notwithstanding the many guns of doubt brought to bear on it. And despite the difficulty presented by the huge volume of competitive advertising, good slogans are still being made in 1928 and are successful in proportion to their aptness, clear and unforgettable association with the product, and the circulation the advertiser is able to give his phrase.

"Say it with flowers" and "Save the surface and you save all" are twentieth-century examples of the most effective use of the slogan. They represent industries and are not subject to mistaken association with another product. "Eventually, why not now?" and "That school-girl complexion," other famous twentieth-century phrases, have, it has been shown by tests, not the high percentage of efficiency of the two first mentioned. The slogan for an individual advertiser would be ideal if it had the 100 per cent. association that is possible in the coöperative campaign. Multiplicity of demand on the public's

OLD SLOGANS MODIFIED BY EXPERIENCE

attention and memory has caused it to be deemed necessary, not only to devise something exceptionally apt, but to so construct the slogan that it will recall the owner's product and not be confused with somebody else's. An instance is found in "Children cry for it," one of the oldest advertising phrases, which has been changed to "Children cry for Fletcher's Castoria"—a loss in attractiveness but a gain in product association.

CHAPTER XLIV

THE GREAT JINGLE PERIOD

Some of the spectacular effectiveness of the slogan in the first years of its use was due to the high receptiveness of the generation. One sign of this receptiveness was the rapid spread of popular songs during the '90's. Probably in no other ten-year period have we had so many new songs that nearly everybody knew. To be unacquainted with the latest of the quickly coming sentimentals was the sign of a "back number." Advertising saw the opportunity and rode in on a great revival of the jingle, which became so much a part of the day's mental intake that to the older generation at this writing the advertising jingle is one of the principal recollections of the '90's.

Jingles were, of course, not new. Nearly a hundred years earlier advertising rhymes were being used with success in England. Those long, tiresome effusions of 1810 and thereabouts, even if done by Byron, as was claimed by Warren's Shoe Blacking, would never do for the modern reader, but to the people of George III's time they were a novelty and were read. Rhymes had continued through the years to be one form of copy, but as the century advanced and advertising volume increased they grew shorter, especially in the United States after the Civil War.

A precursor of the coming style of jingle came from Bret Harte in 1876 or '77, when Sapolio engaged him to write anonymously a little booklet selling to dealers the scope of Sapolio's advertising. Each page carried an illustration depicting one of Sapolio's many forms of publicity. Under a picture showing how even in the mountain wilderness the urge "Use Sapolio" was inescapable, Bret Harte, probably having in mind the public's familiarity with Longfellow's "Excelsior," wrote:

One Sabbath morn, as heavenward
White Mountain tourists slowly spurred
On every rock, to their dismay,
They read that legend, alway
SAPOLIO

SAPOLIO AND IVORY BOTH PROFIT BY JINGLES

Jingles had been an important element in Sapolio advertising from the beginning. Another leader in advertising enterprise, Ivory Soap, employed the jingle occasionally in the 1880's. The following, with a line cut of a pretty girl in fashionable costume, appeared in full-page space in the *Century* and other magazines in 1883:

Isabel! Oh, Isabel
How is it you dress so well?
Your summer suits cannot be new,—
You've worn them all the season through.
Why is it then they do not fade
When washed, but keep their full rich shade;
And e'en the coarser, cheaper prints
Preserve their delicate fair tints?
Isabel, sweet Isabel
Prithee me your secret tell.
Would you know, said Isabel
Why my dresses look so well,
For like perfection all can hope
By simply using IVORY SOAP!
In hottest water, make the suds;
But not till lukewarm, wash your "duds";
They will not fade—and this is why,—
There is not too much Alkali
In IVORY SOAP, said Isabel;
That's why I always look so swell.

That was closer to the style of the versifying advertiser of earlier times than to the style that came in later. In 1884 *Castoria* used an eighth of a page in the magazines on the following, which was easy to remember and became an aid in mother's ministrations:

When baby was sick we gave her *Castoria*,
When she was a child she cried for *Castoria*,
When she became miss she clung to *Castoria*,
When she had children she gave them *Castoria*.

Then, in 1892, Procter & Gamble sensed an opportunity in the common taste for rhymes and rhyme making and offered prizes to the general public for the best rhymes submitted which advertised Ivory Soap. The response was large, and on an every-month schedule in the magazines in 1893 and part of 1894 the prize-winning jingles, illustrated, were inserted in full-page space.

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At the same time there began to appear from the pen of Charles M. Snyder what became the model style in the great jingle period of modern American advertising. The Dry Goods Economist of February 10, 1894, voiced general recognition of the utility of Snyder's jingles:

For catchy, effective advertising of a small article to the public, the proprietors of the original De Long Hook & Eye, of Philadelphia, hold the belt. Their insistent "See that hump?" with ingenious variations has impressed itself on people to an extent probably unequaled since the days of Mark Twain's "Punch, brothers, punch with care." The surface cars of New York have been a favorite field for their efforts, and a succession of the most absurd and yet correctly versified stanzas, printed on white cards in big black and red type, have during the past year fairly burned the De Long "hump" into the metropolitan public. Here is one of the latest "poems":

The cable cars may lose their grips,
The horse cars they may jump,
But there's one thing that never slips,
It's name is on the million lips
That murmur

"See that hump?"

The more absurd the better, and finally the fame of the De Long Hook and Eye reached the skies:

Twinkle, twinkle little star,
I've discovered what you are
You're a patent hook and eye
In the nightrobe of the sky.
See that hump?

Plymouth Rock Pants contributed to the street-car array a jingle that challenged the memory and caused many persons to memorize it:

A pant hunter pantless
Goes panting for pants
And pants for the best pants
That the pant market grants
He panteth unpanted
Until he implants
Himself to a pair of
Plymouth Rock Pants!

POPULAR SONG CRAZE IS TURNED TO ACCOUNT

It became quite the thing also for advertisers to adapt popular songs to their products. One of these songs, "Harrigan, That's Me," was the rage for a year. Herpicide, which was being extensively advertised as a formula that would, as someone put it, "make hair grow on a billiard ball," utilized the melody that was in everybody's mind, fitting it to these words:

H-E-R-P-I — C-I-D-E spells Herpicide
That's the bloomin' stuff that makes your hair grow
Makes you look just like a human scarecrow.
H-E-R-P-I — C-I-D-E you see
First I rub it, then I scrub it, and I scrub it and I rub it,
Then there's HAIR AGAIN—on me.

Another song that had wide favor aided in popularizing the bicycle:

Daisy, Daisy, give me your answer true,
I'm half crazy, all for the love of you,
It won't be a stylish marriage,
I can't afford a carriage,
But you'll look sweet
Upon the seat
Of a bicycle built for two!

The jingle rage was nearly ten years old when that classic of advertising, Spotless Town, began to appear in 1900. Its author, James Kenneth Fraser, was then only two years out of Cornell, where his ability as both artist and verse maker had become known through many pleasing conceptions. The quaint architecture of the houses shown in the picture, the characters who appeared on the speckless cobblestones, and the happy lilt and catchy humor of the accompanying jingles, combined to get for Spotless Town a fame that made Sapolio the most widely known commercial product of the time.

The Maid

This is the maid of fair renown,
Who scrubs the floors of Spotless Town,
To find a speck when she is through
Would take a pair of specs or two,
And her employment isn't slow,
For she employs SAPOLIO.

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The Doctor

This lean M. D. is Dr. Brown,
Who fares but ill in Spotless Town.
The town is so confounded clean,
It is no wonder he is lean,
He's lost all patients now, you know,
Because they use SAPOLIO.

The Mayor

I am the Mayor of Spotless Town,
The brightest man for miles around.
The shining light of wisdom can
Reflect from such a polished man,
And so I say to high and low:
The brightest use SAPOLIO.

As the campaign progressed new characters were added to the original six:

The Major, the Maid, the Butcher man,
Policeman, Doctor and Susan,
Have danced before the public gaze
Until the whole world in amaze
Is wondering what the jesting clown
Will have to say of Spotless Town.
Now listen: If this joke you'd know
He only can SA—POLIO.

The reference in that piece to "the whole world wondering" was not altogether a jest, for the Sapolio jingles had become so much a part of life that each new piece of this advertising copy actually was looked forward to by a multitude of people. Allusions to Spotless Town became common on the stage, in newspaper text and cartoon, in public speeches and in political controversies, until the phrase got into the language as a synonym for cleanliness, order and perfection. Amateur theatricals found the picturesque characters and the easy jingles ideal, and the number of inquiries received from Sunday schools, clubs and charity promoters led Enoch Morgan's Sons Company to print a play, with music for some of the jingles, and full instructions for staging. Scenery and properties were supplied for the nominal

"SPOTLESS TOWN" MOST FAMOUS OF ALL JINGLES

sum of a dollar, and over the country hundreds of performances of this extraordinary advertisement for Sapolio brought funds for worthy purposes.

Within a year after the series began, other advertisers had begun paraphrasing it, as in this, by the Chicago Telephone Company, in March, 1901:

In Spotless Town, as we have seen,
The residents are neat and clean,
And that they are quite up to date
This simple fact will illustrate.
In store or house, each has its own,
The best Chicago telephone;
The best and cheapest, so they say,
The cost is sixteen cents a day.

A thousand and one Spotless Towns came to the front with a desire by real estate men and other town-proud folks to associate their place of habitation with the idea the phrase had come to mean. Spotless Town was featured everywhere in local clean-up campaigns. With the exception of the Ford automobile, no commercial product has ever received so much secondary and free advertising as Sapolio got from James K. Fraser's little extravaganzas.

It was at the turn of the century also that Campbell's Soup began to sing:

Here is food for child or man,
And ages in betwix
It only takes one ten-cent can
To make enough for 6.

With a jingle Quaker Oats popularized another catchphrase:

More Quaker Oats, the Grocer said,
No other brand will do instead;
And o'er his kindly features spread
The Smile that won't come off.

"What! Quaker Oats!" exclaimed the kid,
"I think I'll eat some"—and he did,
When o'er his youthful features slid
The Smile that won't come off.

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The style of Pears' Soap had more dignity:

Of all the dainty toilet wares
There is to me no soap like Pears'.
I will for aye its patron be
And praise its matchless purity.

Jinglers appeared by the score. Topping the wave came the Lackawanna Railroad, which found its theme in the use of hard coal on its locomotives. That meant less soot and gave the road an attraction over roads which used soft coal. The dainty Phœbe Snow was able always to wear white because she traveled on the Road of Anthracite. The pictured girl captivated a nation.

Says Phœbe Snow,
About to go
Upon a trip
To Buffalo:
"My gown stays white
From morn till night
Upon the Road of Anthracite."

When nearly there
Her only care
Is but to smooth
Her auburn hair.
Her face is bright,
Her frock still white,
Upon the Road of Anthracite.

It is worthy of note here that the featured slogan and the jingle continue to be in favor with two of the largest advertisers in an age of huge expenditures. In 1928 Ivory Soap is still featuring "It Floats" and "99 $\frac{4}{10}$ per cent. pure," of which there was an isolated instance of featured display as far back as 1883. Then, as now, Ivory was not the only soap that floated, nor the only pure soap. Campbell's Soup, made famous through advertising emanating from the F. Wallis Armstrong agency, still runs a jingle now and then. It appears as "spot" in some of its advertisements under the picture of an attractive child, which has been used with persistency until it is on sight

METHODS DEVISED IN 1890'S HAVE LASTED

associated with Campbell's Soup and at this writing has just reappeared in the street cars.

Those chosen methods of the 1890's, by their success, did much for the growth of advertising. Another contribution of the '90's was the human-interest trade-mark, which began as "trade character advertising."

CHAPTER XLV

ENTER THE HUMAN-INTEREST TRADE-MARK

It was the opportunity for realism presented by the half-tone that led to the human-interest trade-mark. In place of the outline figure, as that of the Quaker man used by Quaker Oats on its package, came the photographic cartoon, such as the charming semi-nude children whose respective mamas had and hadn't used Wool Soap in washing their shirties. This devolution in the 1890's from the conventional and relatively lifeless trade-mark in outline to the naturalness and greater emotiveness of the half-tone reproduction of humans in action had its counterpart earlier in trade-mark history when painted tavern signs developed into action pictures, and, later, in the comic signboards of the early eighteenth century.

Throughout a period in which few cuts appeared in advertisements the W. L. Douglas Shoe had obtained attention with a line cut of Mr. Douglas. The face had in addition the value of a trade-mark that no one could imitate. When the half-tone came new value was given the human head device. Sozodont Dentrifrice, one of the first advertisers to use the half-tone in magazines, selected a girl with pretty teeth and ran the same cut month after month, for several years in the early '90's, in the place of a woodcut used in the 1880's. The idea was to make her known as "The Sozodont Girl." Other advertisers of the time, such as Lydia Pinkham, similarly used what might be called the cabinet photograph idea to give realism, distinctiveness and continuity to their advertisements. That the pretty girl picture had interest there was no doubt, and later, after Charles Dana Gibson's drawings had become the rage, and every American girl sought to look like the "Gibson Girl," the type Gibson created became a popular means of attracting attention to an advertisement.

In Pulitzer's New York World and other newspapers linework por-

ADVERTISERS SEEK ATTENTION OF CHILDREN

trait illustrations in the news columns had shown through circulation growth of the papers how much interest was added by even simple portraits. Greater popularity of the Sunday supplement demonstrated that there was yet bigger mass appeal in representations that showed action, and especially action in which the reader found a sympathetic interest. With the arrival of the half-tone, magazine editors indicated a preference for the realistic photograph which caused writers to complain that where formerly their text was illustrated their work now was to write text to fit photographs the editor had purchased. Likewise, some advertisers in their enthusiasm over an attractive photograph tried to tie up with it a product that had no relation to it.

Children figured largely in the thoughts of the advertiser because of their presumed greater interest in pictures and the family interest which would be aroused by a child's liking for an illustration. The Baker Cocoa picture of a woman carrying a tray, one of the oldest illustrated trade-marks, had long been familiar. The Quaker Oats man had identified the package on the shelves in an unmistakable way. The romping bears of Petti-john's breakfast cereal not only served the quick identification

purpose but had more human interest, especially for children. Then came, in photographic naturalness, the Wool Soap kiddies, who not only interested children but presented a picture over which every woman exclaimed, "The darlings!"—and reached the ultimate.

The Wool Soap photograph instantly was recognized as an attention arrester of the highest value. It illuminated the possibilities of photog-



(my mama used Wool Soap) (I wish mine had)

WOOLENS will not shrink if

WOOL SOAP

is used in the laundry

AN ITEM OF THE 1890'S DEVELOPMENT OF
THE HUMAN-INTEREST TRADE-MARK

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raphy for advertisers. Following its first appearance, Printers' Ink, in December, 1895, reproduced it with this appreciation:

The advertisement has been the subject of favorable comment in advertising circles. The pose of the two children, the smile on the face of one, the earnest realization of his predicament evinced by the other, all combine to make an ad that puts one in good humor and in a receptive mood to listen to the advertiser's story. This picture ought to become as famous as the catch lines, "See that hump?" or "You touch the button."

It did.

Following it came a series of "character" ideas—the curly-headed boy of Hires' Root Beer, the boy-in-slicker of Uneeda Biscuit, the Cod Liver fisherman with the huge fish over his shoulder, the boy and geese of Omega Oil, the Cream of Wheat chef, the Armour "Ham What Am" negro, Aunt Jemima, the dog listening to his master's voice, the Zu Zu Ginger Snap clowns, and Sunny Jim. Some of those mentioned came before the turn of the century, others just after.

These "characters" became the trade-marks of the products they advertised. The Cream of Wheat chef was definitely marked "trade-mark" when he came out. They were—and are—as familiar as the faces of national heroes. The most famous of all in his time was Sunny Jim, who was given a million-dollar run for a year, his owner buying the front page whenever he could, and red ink at any cost where the newspaper could supply color.

Sunny Jim's face had a peculiar attraction. His real name was Jim Dumps, and he lived up to his name until one dish of the Force breakfast food so changed his disposition and habitual facial expression that he became known as Sunny Jim. The idea originated with Minnie Maud Hanff, a freelancing jingle writer, and a young girl artist, Dorothy Ficken, who had been told by Alfred E. Rose, advertising manager for Force and unbeliever in jingles, that they might submit something if they wished. "Entranced" was the word used in describing the reaction of Mr. Rose and the owner of Force, Edward Ellsworth, when the young women brought in Sunny Jim's picture and the first set of jingles, of which this was one:

SUNNY JIM SPRINGS TO FAME OVERNIGHT

Jim Dumps was a most unfriendly man
Who lived his life on the hermit plan.
In his gloomy way he'd gone through life,
And made the most of woe and strife,
Till Force one day was served to him.
Since then they've called him Sunny Jim.

Another that the public took to its heart, and for which it rewarded the advertiser by purchases of vast quantities of Force, was this:

Jim Dumps a little girl possessed
Whom loss of appetite distressed.
"I des' tant eat," the child would scream.
Jim fixed a dish of Force and cream,
She tasted it—then joy for him.
She begged for more from Sunny Jim.

Almost overnight Sunny Jim became a stage character. A million or two of men and boys in the United States, Canada and Europe acquired a new nickname. Force factories ran twenty-four hours a day. The huge expenditures—the best position in a thousand newspapers in the United States alone—were given credit by some advertising men, but defenders of the copy against highbrow literary criticism pointed to the try-out campaign, on which only \$25,000 was spent, and which had doubled sales in a month. Whether it was primarily huge space or an inherent attraction in Sunny Jim, there was credit enough for both, for there never was a more spectacular success. The campaign ended after a year's run, when Edward Ellsworth's enthusiasm and success led him into too many new products in a few months' time, and his companies failed. Sunny Jim appeared again in advertising after the company had been reorganized, but only as a spot in a page which dwelt on the working of the digestive processes.

As responsiveness has changed or new fashions have come into advertising, the "characters" mentioned and others of the 1890's and early 1900's have been featured less and less, until in 1928 they occupy but a little corner of the advertisement. But if subordinated in publication advertising, they are in most cases the trade-marks of the products they made famous, and continue to be featured on the package. Sunny Jim is still selling Force, and the Cream of Wheat chef,

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Aunt Jemima and others continue to add to the huge sum of goodwill which they represent.

While some advertisers in the formative period of modern advertising were busy with slogans, jingles and characters, and combinations thereof, other ideas which are a part of successful latter-day advertising were appearing one by one.

The English practice of using paintings, either purchased or made specially for the advertiser, was introduced in the United States by Pears' Soap early in the 1890's. One of the first was a woodcut reproduction showing mother and child, with the mother asking, "How do you spell soap, my dear?" and the child replying, "Why, Ma, P-E-A-R-S, of course." Other Pears' Soap pictures that ran full-page in the magazines and became famous were the sculpture of a woman vigorously scrubbing a six-year-old and exclaiming, "You dirty boy!" and the infant in a bath pan reaching for a cake of Pears—"He won't be happy till he gets it"—and various scenes made bizarre by the greeting—"Good morning, have you used Pears' Soap?"

Mellin's Food and Pyle's Pearline also used paintings occasionally in back-cover pages. Pears' Soap, Mellin's Food, Pearline and Ivory Soap share credit for introducing art in American advertising. Chief acknowledgment for early human-interest pictures goes to Pears', for while Ivory was illustrating fables adapted to advertising or picturing a mouse floating on a cake of soap, or a piccaninny, Pears' was picturing home scenes like the amusing sculpture of the boy being scrubbed, which brought matters right into the daily lives of ordinary people.

Mellin's Food used the back page of the Chicago World's Fair edition of the Youth's Companion in 1893 to reproduce in colors the painting "The Awakening of Cupid," which had been exhibited at the Paris Salon. This lithographed back cover cost \$14,000, which for ten years stood as the record expenditure for a single insertion in one magazine.

In 1896 an idea which has proved its worth made its initial appearance. H-O was the first to picture an infant in his high chair, the bowl before him, spoon grasped tightly in chubby fist, face expressing keen pleasure. The caption was "It's H-O." Printers' Ink hailed it as an

SOME FAMILIAR DEVICES BORN IN 1890'S

important advance in advertising method, reproducing the picture with this comment:

The picture of a healthy, pretty child rivets the attention of most people, especially women. This fact is now generally recognized by advertisers, and the use of a multitude of child-faces as eye attractors is the result. The little boy above reproduced is one of the best of these. There is a depth of enjoyment in his face that speaks volumes for his opinion of H-O. The whole advertisement is excellent in that it puts the reader in a pleasant and receptive mood.

The half-tone process, which permitted the realism of photographs and wash drawings to be reproduced, was primarily responsible for the attractiveness of such pictures.

Another idea that is commonplace but still effective in 1928 made its début in 1897, when Sozodont Dentifrice ran in the magazines a photograph showing a girl inspecting her teeth in a mirrored reflection. The following year we began to see the parallel pictures of a man shaving, the wry face when he was using somebody else's soap and the big smile of pleasure when he was using ours. Williams' Shaving Soap contributed that idea to advertising technique and set advertisers to thinking out the application of "before-and-after" pictures to their products. The combination photograph appeared in 1897, when India Tea stripped photographs of President McKinley, Queen Victoria and a Hindu servant into a scene headed "The Regal Beverage" and ran it in two colors on the back cover of the Ladies' Home Journal. This picture, which had every appearance of naturalness, created a sensation. It was probably the first instance in advertising of the combining of photographs, which later became the common way of making up a photographic illustration.

By the end of the century the advertising men of the '90's had developed many other ideas which continue in 1928 to be used with the many variations that ingenuity suggests, and are denominated "practical" because, while old and commonplace, they are still found to be good.

CHAPTER XLVI

THE PIONEERS IN MODERN ADVERTISING AND HOW THEY BEGAN

The progress-making elements that contributed to the growth of American advertising in the formative '80's and '90's are found in the following brief reviews of the work of individual advertisers, and of classes of advertisers, in that period. From this embryo has grown modern advertising. In it will be seen many business giants of 1928 in the early stages of that enormous development in which they and advertising have gone hand in hand. Likewise the beginnings of a number of important social changes that may be credited to the influence of advertising.

Many Littles That Made a Mickle

If there was no one in the '70's or '80's bold enough to attempt the costly combination of large copy, full schedule and wide list of publications there were not a few who appreciated the value of frequent appearance of small copy. A number of articles became the leaders of their kind through the employment of small space regularly in newspapers and magazines and laid a foundation which made it easier to retain a leading position in the face of later-day competition. If a modern young woman asks her mother "What is the best stove?" the answer probably is "Garland." That the Garland stove was "the world's best" was constantly being told the public in quarter-page magazine space in the '80's. B. T. Babbitt's Soap, Pond's Extract, Tiffany's, Gorham Silver, Dr. Lyon's Tooth Powder and Sozodont Dentifrice are found in small space in the religious weeklies in the '60's. Another advertisement which appeared continuously as national advertising, usually only in an inch or two of space, was that of the Hartshorn Shade Roller. Diamond Dyes "the purest, cheapest, strong-

ST. JACOB'S OIL SET A PACE IN 1880'S

est and most durable," became the standard on fifty-six-line copy of frequent appearance. Durkee's Salad Dressing by the same method became "the best made." Likewise Burnett's Flavoring Extracts. Fraser Axle Grease kept up a continuous two inch bombardment, and owners of wagons and buggies knew it was "the best in the world" and took care to "get the genuine." Rising Sun Stove Polish, twenty-line space in newspapers and religious weeklies in the '70's, and later seventy lines in the magazines, rose from a bagful made in the basement of a home to an output of ten tons a day in 1896, when 4,000 newspapers were being used on small copy. Le Page's Glue, Esterbrook Steel Pens and Spencian Steel Pens were among others that in the '80's and '90's followed what experienced advertising men called "a systematic scheme of advertising," though in small space.

The Sensation of the Early '80's

An advertiser who showed initiative in the '70's and early '80's was the owner of St. Jacob's Oil, an ointment for which Charles A. Vogeler of Baltimore had acquired the formula while attending a university in Germany. Vogeler began advertising in 1876 on a \$5,000 credit obtained from a New York advertising agency. Five years later his advertising appropriation had grown to \$600,000. St. Jacob's Oil advertising was the most widespread publicity of its day.

There was hardly a township in the United States in which the words "St. Jacob's Oil for Rheumatism" or just "St. Jacob's Oil" were not carried on barns, fences, trees, or anywhere they could be


Solid Silver Wares

925/1000 Fine.

MADE BY

GORHAM M'F'G CO.

An experience of over fifty years in the manufacture of SOLID SILVER WARE, combined with the advantages that large capital and a constantly increasing business afford, enable the GORHAM COMPANY to stand PREEMINENT in this department of art industry.

These wares have been sold and endorsed by every prominent dealer in the United States, and the trade-mark has become as sure a guarantee for pure  **STERLING** metal in this country as is the Hall Mark of England.

For sale by Jewellers throughout the U. S.

EASY READING IN 1882

Clean typography in the Youth's Companion.
A 50-line advertisement, June 8, 1882.

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PERSISTENT THROUGH THE YEARS

A 32-line advertisement of the Hartshorn Shade Roller in the *Youth's Companion* in January, 1880.

placed, and hardly a newspaper that did not have the small but ever-present advertisement. Vogeler by his methods showed that he had learned from both Barnum and Bonner. One famous stunt was the purchase of a Mississippi River steamboat, which was painted a brilliant red and was used to transport cargoes of St. Jacob's Oil up and down the river for delivery at various points. On the boat was painted "St. Jacob's Oil" in letters twelve feet high, so that they could be read from almost as great a distance as the boat could be seen. Another stunt

was the lettering of "St. Jacob's Oil" in huge size on a rock at Niagara, a feature of the landscape there which aroused such wide criticism by thousands of tourists during and after their visit to the falls that it was removed. The author recalls a talk in the early '80's with the advertising manager of the product. Asked why it was necessary to spend so huge a volume of money in advertising he said: "We want to associate the words 'St. Jacob's Oil' and 'Rheumatism' so thoroughly in the mind of every man and woman in the United States that at the first twinge of rheumatism they have, they will think of St. Jacob's Oil." This answer has always remained in the author's mind as, after all, one of the simplest and best statements of the value of advertising. St. Jacob's Oil was more widely known in the '80's than Omega Oil or Sloan's Liniment became later. Nearly every drug store still has calls for it in 1928.

A Trio of Old-Timers

Mellin's Food, Castoria, Scott's Emulsion—in making these names familiar to the people of the '80's and '90's their owners taught others how to use advertising.

Mellin's, advertised in England since the '60's, began to be seen in

EARLY DEVELOPMENT OF "MOTHER INTEREST" COPY

American newspapers soon after 1876, when the request of an English-woman to the Doliber & Goodal Company of Boston that they cable to England for a supply for her baby led that firm to obtain the American agency. From a three-line reading notice in the Boston Transcript the advertising spread into hundreds of newspapers over the country, and in the 1880's became persistent in the magazines. The Mellin copy was probably the first to carry the picture of a child's head—"This child was raised on Mellin's Food." Consistent use of small space in the newspapers, religious weeklies and standard monthlies through the '80's built up a distribution which enabled Mellin's in 1890 to say that it was "sold by the million" and that it was "advertised by its loving friends," the babies of the land. Mellin's was one of the stimulators of the big-space idea in its beginnings in the early '90's, when it went into full back covers in the standard magazines. It led also in copy enterprise. Its \$14,000 back page of the painting "The Awakening of Cupid" in the Youth's Companion in 1893 was the talk in advertising circles for several years. In the Ladies' Home Journal Mellin's had the back cover in two colors every other month in 1895-1896, and when colored inserts came in the standard magazines in 1896 Pears' Soap had one side of the first insert and Mellin's the other, the Mellin picture being a Roman garden scene in which Cupid again figured.

Castoria—"Children cry for it"—was another advertiser to make its appeal early to the mother's interest in her child's welfare. This advertising began in newspapers after Charles H. Fletcher purchased the prescription from Charles H. Pitcher, a New York druggist, in 1872. Twenty-eight to fifty-six lines in the magazines and a good deal of outdoor advertising built up a large distribution in the 1880's. Castoria performed a distinct service to advertising in general in the late '90's, when it pioneered in large space for general advertising, using half pages and pages in the newspapers, something which at that time even department stores were not quite accustomed to. Castoria employed no salesmen. It grew entirely on advertising.

Scott's Emulsion is still another "household word" which became a part of the family's vocabulary in the '80's through newspaper and magazine advertising. An early perception of the importance of illustrations and of dominant space was shown by this advertiser, indi-

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cated by the appearance of a woodcut of a pretty child's head in the then large space of 90 lines on three columns in the Ladies' Home Journal in 1888. Pages were interspersed with small space in the standard magazines in the '90's. Employment of John E. Powers in the late '80's to write Scott's Emulsion advertisements at a reported remuneration of \$100 a day startled advertisers in general into a new appreciation of proficient aid in the preparation of their announcements, and may be put down as an incident of value to modern advertising development in its swaddling-clothes days.

A Staple Built on Consistent Advertising

"La Belle Chocolataire," the woman carrying a chocolate tray, is a copy of a painting in the Dresden Gallery. This trade-mark of Baker's Cocoa, done by a French artist around 1785, is one of the oldest in advertising history. Established at Dorchester, Mass., in 1765, the concern which in 1780 became Walter Baker's was the first cocoa and chocolate plant in North America, and Walter Baker & Co. was one of the first American advertisers to employ more than local publicity. The company's early advertising policy was small space frequently in many publications. The public has never been permitted to forget Baker's Cocoa. When the monthly magazines came, Baker's, like Royal Baking Powder, appeared regularly in quarter-page cover position—the picture of the woman with the tray and a line or two of copy. Occasionally in the 1880's and '90's Baker's stepped into full-page magazine space, but probably more than 90 per cent. of its appropriation went into small space—quarter-page cover and cover-margin reminders. The story is one of continuous appearance of relatively small copy in special position month after month through the years. In the middle '90's the advertising expenditure of Baker's Cocoa was said to be \$200,000 a year. As rivals in advertising in the '80's and '90's Baker's had Epps's Cocoa and Chocolat Menier, but neither of these appeared with the systematic regularity of Baker's.

Royal Baking Powder, the Great Example in the '90's

J. C. Hoagland, a druggist at Fort Wayne, Ind., taking some cream of tartar from a bottle on his shelves, made the first little batch of Royal Baking Powder in 1868. Newspaper advertising and some

ROYAL BAKING POWDER RISES ON "ABSOLUTELY PURE"

magazine advertising began in the '70's. Except for some sensational newspaper copy during several periods of controversy with the makers of alum powders the Royal Baking Powder's newspaper advertising up to the middle '90's consisted of frequent repetition of "Royal Baking Powder—Absolutely Pure." There might be three or four lines of copy in nonpareil or agate—"This powder never varies, a marvel of purity, strength and wholesomeness"—but such copy would occupy but 10 per cent. of the space, while the name and "Absolutely Pure" stood out in big type set in white space. Mainly on constant, never-lagging iteration of the name and the purity phrase the product acquired a sale which in 1893 brought Hoagland an offer of \$13,000,000 for the goodwill of the company. At that time Royal's annual expenditure for advertising was said to be about \$500,000 a year. In 1900 the president of the company said it would take an advertising expenditure of \$15,000,000 for another company to displace Royal in the market. That was the valuation he placed upon the position it had acquired through advertising.

Quarter pages on covers and other special position was Royal's standard practice in magazines up to the early '90's. Competition later again forced larger space for argumentative copy and rejoinders to rival claims, but that was not until after Royal's business had, on small but insistent and never-absent copy, become the accepted product in its field. Two rivals, Dr. Price's Baking Powder, which had been on the market longer than Royal, and Cleveland's Baking Powder, also advertised, but never with the thorough system of Royal. They were presently absorbed by the Royal Baking Powder Company. Royal, besides its leading position in the United States, became the leading baking powder in thirty-two foreign countries. No product has been subjected to harder competition than Royal has met, and in this competition Royal has employed effectively the instrument in the use of which it was a notable pioneer—advertising.

Soap Makers Led in Enterprise

If there is one class of advertiser to whom credit for modern development should be given in greater measure it is the soap maker, for he was the first, outside the patent-medicine man, to advertise "largely," which was then the way of putting it.

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Both in England and the United States soap manufacturers took the lead in advertising enterprise. In England it was Lever Brothers and Pears. In the United States it was Sapolio, Ivory, Pears, Lever and Kirk. The English were the first to become international advertisers, and Pears' Soap advertising in the United States exercised an important influence for the beginning of large-scale advertising in this country.

The Story of Sapolio

Enoch Morgan's Sons, soap makers since 1809, had a long line of soaps when they selected Sapolio as an item for advertising in 1869. Among the periodicals used were Harper's Weekly and Frank Leslie's Illustrated Weekly Newspaper. Within a year Sapolio was able to say, "Five hundred thousand persons have it in daily use in house and shop." Size of the advertisements in the illustrated weeklies for 1869 ranged from half an inch single column to two and a quarter inches double column. Except in the half-inch card, the early advertisements in newspapers, as well as in weeklies, all contained an illustration of a man using the bottom of a shiny clean pan as a mirror, which became Sapolio's trade-mark. This human-interest illustration in that period of unattractive advertising doubtless was responsible for a good deal of Sapolio's quick success. "Better and cheaper than soap" and "the best thing known for polishing metal and brass signs" were among the copy statements that brought the first half million customers. Soon the demand for Sapolio led to the abandonment of all other items and the manufacture of Sapolio alone.

The first year's advertising appropriation for Sapolio is not a matter of record, but it is known that \$15,000 was spent in 1871. The \$70,000 appropriation for 1885, besides giving a \$70,000 total figure for a leading American advertiser of that period, throws interesting light on what was probably a typical distribution of effort in the '80's. Billposting received \$11,000; sign painting, \$8,300; street cars, \$5,500; magazines, \$9,000; newspapers, \$5,000; religious publications, \$1,100; novelties, \$5,000; printing, \$7,700; stunts and miscellaneous, \$19,400. It has been mentioned elsewhere that up to the middle '90's 25 per cent. of the country's total expenditure for advertising was on outdoor work. In 1896 Sapolio's advertising expenditure had grown to \$400,000 yearly.

SOAP MAKERS TAKE THE LEAD IN ENTERPRISE

For alertness and for variety of ways in which to advertise, Sapolio probably has never been outdone. "Keep everlastingly at it" as a succinct answer to the question of how to advertise may well have originated in observation of Sapolio's policy. One notable publicity stunt was the sending of Captain Andrews to Spain in a fourteen-foot sloop in 1892, a return journey on the 400th anniversary of the discovery of America by Columbus. Another was the covered wagon with cowboy escort. For his long series of advertisements in paraphrase of wise sayings—"A clean nation is a strong nation" was one—Artemas Ward searched the languages of the world, digging up proverbs from the aborigines in Australia and the tribes of Darkest Africa, as well as the Chinese and Turks. The famous Spotless Town campaign of 1901 and subsequent years which was conceived and executed by J. K. Fraser, as told in a previous chapter, had to be far-reaching in effect to outshine the work that already had made Sapolio known in every country on the globe.

"Good Morning, Have You——"

New attractiveness which soap manufacturers gave to advertising in England in the 1880's when they began to purchase paintings by famous artists at exhibitions and illustrate their advertisements with them marked the birth of pictorial art in publication advertising. Lever Brothers were the first to do this, with Pears following. Pears' Soap began advertising in England around 1800. In the United States it began in 1883, and was an international advertiser when American manufacturers still were hesitating about advertising "largely." In 1888 its advertising appropriation was said to be \$200,000, of which \$35,000 went to the United States. Pears' Soap helped introduce the high-art idea in the United States. That is only one of Pears' contributions to American advertising development. Pears was doing full-page advertising in American magazines early in the 1880's, and while not appearing as often as Ivory, usually had a striking advertisement. In the late '80's the picture of an open hand breaking through a curtain with the greeting "Good morning, have you used Pears' Soap?" the friendly but sooty chimney sweep, and the rest of the human-interest pictures which made up the series with this famous caption, were full of suggestion for American advertisers.

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A boudoir scene showing a woman washing her hands with Pears' was the subject of the first colored insert in a magazine—Scribner's—in 1896. Pears was employing full-page cover positions as early as 1887 and in other respects showing the way toward more effective use of advertising. In an article that appeared in the *Annals of the American Academy of Political and Social Science* in 1903 John E. Powers said: "As a result of advertising, Pears' Soap is better known than England herself."

"It Floats"

Up to 1879 Procter & Gamble, established in 1837, sold a pure white soap which they called simply "White Soap." With the need for a distinctive name in mind Harley Procter received a suggestion when he heard read at a church service the passage from the eighth verse of the Forty-fifth Psalm: "All thy garments smell of myrrh and aloes and cassia out of the ivory palaces whereby they have made thee glad." It became Ivory Soap then and there, and the first cake under its new name was sold in October, 1879.

In 1880 Ivory Soap took leadership in magazine advertising. It was the first to appear consistently in full-page schedule throughout the year in the standard monthlies. Ivory was doing in advertising in 1880 what it was still so difficult to get other manufacturers to do ten years later, when Ivory had built up a sale of 30,000,000 cakes a year. In copy and typography also Ivory led in the formative days. The Ivory advertisement, always containing an idea, and illustrated as attractively as the methods of the period permitted, was ever one of the most interesting pages in the magazines of the '80's.

In 1896 Ivory made an advertising sensation similar to that of Mellin's Food in Youth's Companion three years earlier by employing a lithographed cover in multi-color in Leslie's Illustrated Weekly. It was printed in Cincinnati and shipped to the publishers. "Ivory Soap has the prettiest advertisements" said Printers' Ink editorially in 1897, giving the palm to Ivory even after there had been considerable improvement in advertising art and others had begun to compete with Ivory for leadership in the magazines.

Sapolio, Royal Baking Powder and Ivory Soap in the 1890's constituted the big trio to which agencies and publications pointed in

IVORY SOAP AN EXAMPLE OF CONSISTENT WORK

proof of their claims to recognition for advertising as a means for developing a business into one of the first magnitude. In the gradual growth of Procter & Gamble advertising from \$11,500 the first year to approximately \$3,000,000 in 1928 we have the story of what the policy of consistent advertising has done for Ivory Soap and what Ivory Soap has done for advertising.

Packer's Tar Soap

Packer's Tar Soap, which was an advertiser in the medical papers in the 70's and in sixty-line space in Youth's Companion and other periodicals in the '80's, became a leader in advertising ideas in the early '90's. The typography of its all-type half pages furnished examples of the attention value of good layout. As early as 1892 Packer's appeared in full pages in a number of the magazines, with exquisite line drawings illustrating rhymed text. Packer's Tar Soap was one of the first to employ Louis Rhead, American pioneer in art posters, and was an early appreciator of E. W. Kemble, whose piccaninny pictures were among the popular art in the 90's. Beginning in the middle 90's Packer's showed the way for other advertisers with a series of human-interest photographs that set a standard in effective advertising art. Its picture of a charming little girl shampooing her brother's hair and its photograph of a cat held up in a human hand, with the caption, "Don't Scratch!" were among the most fetching advertisements in the magazines of the 90's.

Other Early Soap Leaders

Pyle's Pearline, a washing compound, made since 1851, began its advertising when Horace Greeley's enthusiasm for the product led him to offer James Pyle a year's advertising in the New York Tribune free to prove what advertising would do for it. Pearline, "the best thing ever invented," was prominent in the religious weeklies and standard magazines in the 1880's, using half and quarter pages in the Century, Harpers, Scribner's, Ladies' Home Journal, Youth's Companion and other periodicals, and in the '90's its slogan became "Millions now use Pearline." Occasional cover pages in two colors were employed by Pearline in the Ladies' Home Journal in the middle '90's, and Pyle was among the first to use purchased paintings to

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illustrate his advertising. One of these early instances of high-class art in advertising showed two Dutch girls doing the family washing in a creek. At this time Pearline was one of the heaviest advertisers, its expenditure being estimated at \$250,000 a year.

Next to Procter & Gamble in priority among American advertisers of soap was James S. Kirk & Co., which began advertising "James S. Kirk & Company's White Russian Laundry Soap" in the magazines in the middle 1880's. In the early '90's "Kirk's American Family Soap" took the place of the "White Russian." In the magazines James S. Kirk & Company did not appear with the systematic regularity of Procter & Gamble. It did more in the newspapers. An advertisement in the *Youth's Companion* in 1893 said "Fifty million pounds are sold annually."

Lever's Sunlight Soap appeared in the United States in the late 1880's, and in the early '90's was using quarter-page space in the monthly magazines.

For a time in the late '90's Frank Siddall's Soap, given celebrity by its slogan "Don't be a clam," enjoyed a wide popularity on its heavy advertising, which, however, was not maintained.

In 1897 an artist conceived the idea of a pretty and elegantly dressed child sitting on a cake of soap, and Fairy Soap entered the market with the slogan, "Have you a little Fairy in your home?" adding appreciably to the volume of soap advertising and to the cleanliness idea as a daily habit.

Cuticura Soap and Dr. Woodbury's Facial Soap were other early advertisers. Cuticura, which began as an ointment, became a national advertiser in 1883, and in 1889 began advertising also in foreign countries. Its advertisements, small in size but ever present, were a familiar sight in newspapers and periodicals throughout the period when modern advertising was making a beginning. Its advertising has never gone outside newspapers and periodicals. The head without a neck of Dr. Woodbury, which featured the advertising of Woodbury's Facial Soap at this same time, was an attention arrester that did much for Facial Soap at a period when illustrations were not common, especially in newspapers.

Gold Dust Washing Powder was another advertising leader in the early '90's. Its piccaninny trade-mark on the package, which orig-

WILLIAMS THE LEADER IN SHAVING SOAPS

inated in 1884, got store attention for this product in its early days. Later, when Paul E. Derrick had become a successful advertising agent in England and been engaged to make a market for Gold Dust there, the static figures on the package became active. He engaged E. W. Kemble, the famous cartoonist, to draw a series of pictures for publication advertising showing the Gold Dust Twins doing the various work for which Gold Dust was recommended. These pictures were immediately adapted by the home office for the American advertising. In England the pictures were not successful, but in the United States the piccaninny twins in action at once achieved popularity and early in the twentieth century "Let the Gold Dust Twins Do Your Work" became one of the most widely known phrases in America.

Why Beards Have Become Uncommon

Both the J. B. Williams Company and Colgate & Company were magazine advertisers in the '80's. Colgate & Company, established in 1806, advertised its "soap and candle manufactory" to the trade in New York business newspapers early in the century. The J. B. Williams Company, of Glastonbury, Conn., established in 1840, did not become an advertiser until 1880, when it began to use circulars to the trade. In 1884 Williams appeared in three-inch space in the religious weeklies and three years later was employing occasional full pages in the standard magazines for the Williams Shaving Stick. The first magazine appropriation for Williams was \$2,500.

Williams, in the religious papers in the '80's, originated the idea of picturing a man enjoying a shave with Williams' soap and having a most unpleasant time with somebody else's brand, an action picture at a time when such an illustration in an advertisement was a striking novelty. One of the magazine advertisements of those bearded days which also showed an enterprise ahead of the times was a full page, with a cut of Adam, who "was created without a beard." Colgate used pages occasionally in the standard magazines in the '80's but featured mostly Cashmere Bouquet Perfume. In perfume Colgate then had Lundborg as an advertising competitor, and Lundborg used as much space as Colgate. Williams put its effort into shaving soap. In a puzzle picture which was an early and very successful example of that type of copy, Lincoln was pictured as one of three Presidents

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who had used Williams Shaving Soap and "could be satisfied with no other."

In the '90's Williams and Colgate began the large-scale advertising of shaving soap that has been so great an influence for neatness in the appearance of the American male—which has done so much in connection with safety razors to make the daily shave a part of the toilet of even the mechanic and to bring about a nation of clean-shaven men. To this result another publicity influence—Charles Dana Gibson's drawings in the '90's—also contributed. He always pictured the handsome escort of the Gibson Girl as clean shaven.

The safety razor was represented in the '80's by the Diamond, which ran a quarter page occasionally in magazines such as the Century. Gillette Safety Razor advertising, one of the striking successes of the age in which we live, began in 1903 with the insertion of a small advertisement in System Magazine by the Company's Chicago sales agent. Later King C. Gillette joined W. L. Douglas, the maker of shoes, and Smith Brothers of cough drop fame in carrying his portrait in every advertisement.

The Picture of Mr. Douglas

A good example of the benefits of advertising with system and persistence is found in the Douglas Shoe, which began advertising in 1885, and in the forty-three years that have passed at this writing has never stopped—nor until recently changed much the physical appearance of its advertisements. Three years after the first appearance of Douglas advertising the copy took this turn:

CAUTION

Beware of frauds. My name and the price are stamped on the bottom of all my advertised shoes before they leave the factory.

(Cut of head of Douglas)

W. L. Douglas \$3 Shoe
for Gentlemen
the only fine seamless shoe in
the world made without tacks or nails

KODAK GIVES START TO NEW ERA IN ADVERTISING

The woodcut portrait of Douglas drew attention to his advertisements in the '80's because of the novelty of any kind of an illustration then, and forty years later was getting attention—especially from advertising men—because the advertising style of 1885 was so different from the style of 1925. In 1923 it was estimated that \$6,000,000 had been spent in advertising the Douglas Shoe in the thirty-eight years since 1885, an average of about \$157,000 a year. The foundation which W. L. Douglas laid by advertising “largely” before the place of advertising in business had general acceptance has given the Douglas Shoe an entrenchment which latter-day competitors find very strong. In 1890 someone in San Francisco cut the head of Douglas from an advertisement, pasted it on an envelope and placed it in a mail box. The letter was delivered to W. L. Douglas at Brockton, Mass., without delay. In 1928 that head is as suggestive as ever of shoes, and of a particular make of shoe. The W. L. Douglas Company has never become “tired” of its trade-mark.

George Eastman Touches a Button

It is the judgment of not a few advertising men that it was George Eastman's pressure on a button in the “electric '90's” that brought high-powered advertising into action, to the enormous benefit of industry. The Eastman Kodak Company's advertising and sales—and sales and advertising—developed with a rapidity that raised the company's advertising expenditure to a reported figure of \$750,000 a year by 1899, the largest expenditure of that time. Cameras had been advertised in a small way in the magazines for four or five years when the first Kodak advertisements appeared in the *Scientific American* and *Century Magazine* in 1888, illustrated with line cuts of the Kodak. Then, in 1889, came the famous phrase “You press the button; we do the rest,” which, with the De Long “See that hump?” started the slogan period in advertising.

By the middle of the '90's the Kodak had become so famous that this coined name was used by the public for all cameras and substitution by dealers forced the Eastman Kodak Company to advertise that “There *is* no Kokak but the Eastman Kodak.” When it was found that this was being taken in the sense of “The Eastman is the only pebble on the beach” the phrase was changed to “If it isn't an

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Eastman, it isn't a Kodak." Abandonment of the slogan "You press the button; we do the rest," at the height of its fame in the early '90's, was puzzling until it was explained that, it having become easier for the amateur to do his own developing the "we do the rest" was giving the impression that it was still necessary to send the negatives to the Eastman Company for development.

Experience of the Eastman Kodak Company with its trade name and phrases was of much value to advertising men in suggestion of caution on the turns which coined names and slogans are liable to take and how to provide against deflections from the course. When Kodak began to use half-tone outdoor scenes as illustrations in its advertising it also began to teach advertising men effective use of the photograph and to contribute to the development of the artistic in advertising. To Lewis B. Jones, who began handling the Eastman advertising in 1893, Mr. Eastman gives chief credit for the success of the company's advertising. Mr. Jones believes it was Mr. Eastman's genius. It is nevertheless true that few men have contributed more to the growth and development of intelligent advertising than Mr. Jones.

Priority in Dentifrice Advertising

To the people of the 1870's and '80's Sozodont, manufactured by Hall & Ruckel of Brooklyn, N. Y., was in a measure what Kolynos, Forhan's, Ipana, Pepsodent, Mu-Sol-Dent and other latter-day dentifrices are to the people of 1928. Beginning in Civil War days and continuing through the '70's, the name Sozodont appeared everywhere on the landscape. A sample of its enterprise was the lettering of "Sozodont" on Maiden's Rock, near Redwing, Minn., in a size which made the name visible to Mississippi River steamboat passengers when they were three miles away. There was just the name—nothing more. Magazine advertising began in 1880, and the smiling Sozodont Girl in 56-line space was one of the surest items to be found in the religious weeklies and in the Century, Harper's and Scribner's in that decade. The personal attractiveness which white teeth gave was the copy appeal. Zonweiss Tooth Cream used full pages in the monthly magazines in competition with Sozodont's quarter pages, but was not so systematic in schedule. In the late '80's Rubifoam, "deliciously flavored," joined with quarter pages in suggesting the

DENTIFRICE AN "ARTICLE OF LUXURY" IN 1890'S

desirability of a clean mouth and good teeth, and a little later Dr. Lyon's Tooth Powder, an advertiser in small space since the '60's, began to appear regularly in quarter-pages in the standard magazines. The attitude of the masses of the people toward dentifrices as late as the '90's was expressed by a reporter for Printers' Ink in 1897 when he interviewed the advertising manager of Sozodont and referred to the product as "an article of luxury."

Development of truly large-scale advertising by dentifrices was slower than in some other lines. As late as 1916 expenditures of six dentifrice manufacturers in general magazines amounted to only \$236,000. A few years later it came with a rush, however. Toothbrush manufacturers lagged behind the dentifrice makers both in start and volume.

Corset Led in Wearing Apparel

In wearing apparel Warner's Corset was the first article to be nationally advertised in a businesslike way. The advertising began soon after Dr. Warner placed the corset on the market in 1872, and in the religious weeklies and standard magazines of the '80's it was evident that Dr. Warner regarded advertising as a matter of first importance. Warner technique was well ahead of the ordinary methods of the period. Illustrations were employed at an early date and ranged from parallel figures of two women, one in a rusted corset, the other in a Warner rustless, to woodcut full-page drawing-room scenes (1883) in which the fashionable figures of the ladies obviously were due to Warner's Corsets. Warner's used cover positions at times in the '80's, and a four-page reader advertisement in the standard magazines in 1888 was probably the earliest use of so much space by one advertiser in these periodicals. The Warner attitude toward advertising was indicated also in the character of the help it employed in this department. Nathaniel C. Fowler did considerable work for Warner's Corsets in the early '80's.

R. & G. Corset was another early advertiser, employing quarter pages in the magazines up to 1899, when it developed into a back-cover user in the Ladies' Home Journal at a cost of \$4,000 per insertion. The C. & B. Corset has been consistently advertised for years, particularly in theater programs. In recent years the changes in women's

THE LADIES' I



9, MILLION worn during the past six years.

This marvelous success is due—

1st.—To the superiority of Coraline over all other materials, as a stiffener for Corsets.

2d.—To the superior quality, shape and workmanship of our Corsets, combined with their low prices.

Avoid cheap imitations made of various kinds of cord. None are genuine unless

"DR. WARNER'S CORALINE" is printed on inside of steel cover.

FOR SALE BY ALL LEADING MERCHANTS.

WARNER BROTHERS,
359 Broadway, New York City.

A TWENTIETH-CENTURY CORSET ADVERTISEMENT WOULD HAVE BEEN A SCANDAL IN THE '80'S

(Reproduction from Ladies' Home Journal, 1887.)

manner and style of dress have brought a large number of advertisers of substitutes for the old-fashioned corset into the market, who in their illustrations have exposed to public gaze about all of the female figure which used to be considered "strictly private" and provided as striking an example of changed ideas as can be found in advertising.

The Earliest Luxury Advertising

Going back through a line of twentieth-century household luxuries and then far into the preceding century we reach the organ and the pianoforte, the first expensive luxuries to be advertised. Occasional advertising of these instruments appeared in the newspapers of Philadelphia, New York and Boston at the beginning of the nineteenth century. In the 1830's and '40's organ and piano makers were among the most enterprising advertisers. When the New York Herald for a time in the 1840's per-

mitted the breaking of column rules a piano maker was among the advertisers who grasped the opportunity to use double-column space. The first systematic advertiser in this field was the Estey Organ, which began appearing in newspapers with considerable regularity in the 1850's, at the time of the musical revival caused by Jenny Lind's visit, and later was one of the earliest to employ the magazines. Estey, Knabe, Steinway, Decker, Mason & Hamlin, Bent, Ivers & Pond, Weber and other names were made familiar to magazine readers in the '80's and '90's with 56-line advertisements and sometimes a page.

GRAPHOPHONE PAVES WAY FOR "HIS MASTER'S VOICE"

Large-scale advertising of musical instruments was inaugurated by the Steinway in 1894 with a four-page reader in the standard magazines. Æolian, which had been advertising since 1891, followed suit, and thereafter piano advertising appeared in greatly increased volume.

In 1928 musical instrument advertising forms one of the large units, especially in rotogravure sections of daily papers. Reference is made in a subsequent chapter of the campaign being carried on by the National Association of Piano Manufacturers.

Although Edison patented his phonograph in 1878 he did not bring it to the point of marketing a machine until after 1887, being busy in the meantime on his electric light. In the meantime the Columbia Graphophone Company had acquired the Bell-Tainter patents of 1886, and placed its talking machine on the market in 1887. Early Columbia advertising was for dealers and agents. The initial effort was to sell the graphophone for office use as a dictating machine. Reproduction of music was a later thought. Advertising of the Edison Phonograph began in 1893 with a 14-line announcement: "Edison Phonographs for sale; address North America Phonograph Company, 30 Park Place, New York—Masonic Temple, Chicago." Large-scale advertising of phonographs did not develop until 1899, when the Columbia Graphophone appeared in the Saturday Evening Post and other magazines. The Victrola introduced "His Master's Voice," often referred to as the greatest of all trade-marks, in 1902 and gave it the real start with a double page in the Saturday Evening Post early in 1903. Later came large-scale advertising of the Dictaphone, the new name for Columbia's dictating machine.

Early Breakfast Foods

In tracing the beginnings of that heavy contributor to modern advertising volume, the breakfast food, the earliest product proclaimed to the public is found to be oatmeal. The first advertising of oatmeal was put out by Ferdinand Schumacher, the "Father of Oatmeal," in the Akron, Ohio, Beacon. Later came Alexander Hornby's Oats, in newspapers of upstate New York. Both began to manufacture the oat product about 1870. What is probably the first breakfast food advertisement is a two-inch card which ran daily in the Akron Beacon beginning early in 1870 and announced that Ferdinand

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Schumacher was "the proprietor of the German Empire and Cascade Mills and manufacturer of oatmeal, pearl barley, farina, cracked wheat, barley flour and groats; also choice brands of Cascade Mills flour and cornmeal and feeds of all kinds."

William Heston of Alliance, Ohio, who in the '60's invented the first machine for cutting

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Ferdinand Schumacher,	
PROPRIETOR:	
German, Empire and Cascade Mills.	
Manufacturer of	
OATMEAL, PEARL BARLEY, FARINA.	
Cracked Wheat, Barley Flour and Groats.	
Also choice brands of	
CASCADE MILLS FLOUR :	
Cornmeal and Feed of all kinds.	
Office Empire Mills, opposite A. & G. W. Depot.	
dec6-11y	

FIRST OF A LONG LINE

Schumacher's advertisement for oatmeal in the Akron, Ohio, Beacon in 1870, probably the earliest breakfast food advertising.

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oats, sold his patent to Schumacher, and it was with the Heston machine that the mill of Akron was making oatmeal. Schumacher soon was shipping it over the country, not only in barrels but in cotton sacks. In 1877 Heston, who had retained rights to equip one mill, started a mill at Ravenna, Ohio, the Quaker Mills Company. From it came Quaker Oatmeal, the beginning of Quaker Oats.

Heston's Quaker Oats obtained a wide distribution, which in the late '80's extended to England.

Before the general recognition of advertising in the 1890's the experience of Quaker Oats had carried it through many forms of publicity—house-to-house sampling, cooking demonstrations, billboards, street cars, booklets, picture cards, store displays. The trade-mark showing a Quaker man standing on the globe and holding a package of Quaker Oats in each hand was widely familiar. In 1891 the Schumacher interest and the Quaker Mills Company were merged in the American Cereal Company. In the following year Quaker Oats advertising expenditure in all mediums was said to be \$100,000. In 1894, when Paul E. Derrick took the Quaker figure from the package and put it into the publication advertising, the magazine advertising became a larger proportion of the total expenditure. In 1896 a million samples were distributed in New York City alone.

BREAKFAST FOOD BEGINS TO PLAY ITS BIG RÔLE

H-O (Hornby's Oats) originated in 1869 in Alexander Hornby's mill at Craigville, N. Y. After graduating from the grocer's barrel into labeled paper sacks put up at the mill it was proclaimed to the public in New York City in 1880, when Edward Ellsworth, the new owner, borrowed \$50,000 for use in advertising. Around 1887 a diamond-shaped poster which simply advised people to "Eat H-O" became so common in the East that few escaped the suggestion. H-O was one of the earliest advertisers to appear on the steps to the elevated railroad platforms in New York. In 1888 its outdoor advertising reached as far West as Chicago.

With adoption of the trade-mark which showed Oliver Twist obtaining his porridge from the school cook at the brick stove and saying: "I want some more," human interest was added to the advertising of H-O. This trade-mark in the advertising and on the package did big things for the sale of H-O at a time when human-interest trade-marks were not common. In the early '90's H-O became a leader in the wider advertising that developed in that decade. Its 1892 expenditure in newspapers alone was estimated at \$50,000. H-O pioneered in new ideas, including illustrated billboard work. "Start Right," showing in color several athletes about to run a race, and a bellman shouting "Hello, Hello, have you heard of H-O?" were among the billboard ideas that H-O contributed to promotive examples of successful advertising in the formative decade. That classic of modern illustrated advertising, the infant in high chair demanding more of a very excellent food, was brand new when it came from the brush of H-O's artist in the middle '90's. Under the ownership of Edward Ellsworth other cereal products were put on the market in addition to H-O, the most successful being Force, which found world-wide fame through the use of the trade-mark Sunny Jim. The intensive advertising of this product set a record for quick results, as told elsewhere in this volume.

Pettijohn's breakfast food was another of the early food advertisers. Its trade-mark, picturing a bear, had special appeal for children. Wheatena's advertising dates from the early '90's. Cream of Wheat's smiling chef began to be seen in the magazines in 1896. The business world was discovering, as a writer in *Printers' Ink* put it in 1895, that "Articles of food are probably the most profitable of specialties to

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advertise, since a customer once secured continues to use the product." That was, of course, subject to some modification as competition came.

Also developing in the '90's was Battle Creek, Mich., a future center of breakfast foods, where Charles William Post, having arrived in 1884 as an invalid seeking health at the Sanitarium, in 1895 evolved a substitute for coffee which he named Postum Cereal. Two years later he invented Grape Nuts, a combination of wheat and barley. Various health foods had for a generation been the mainstay of treatment at the Battle Creek Sanitarium, but had never been advertised. Following the success of the Postum Cereal and Grape Nut campaigns, which began on a large scale soon after 1900 and made famous the phrase "There's a reason," Battle Creek became the headquarters for a score of health food manufacturers and campaigns.

For many years dietetic writers and food experts had stressed the food value to the whole-wheat grain, claiming that in the

making of modern white flour some of the nutritive elements of the whole-wheat grain, including the "roughage," were lost. This constant education of the public with reference to the whole-wheat grain resulted in Shredded Wheat. Henry D. Perky, a lawyer who suffered from dyspepsia, saw a table companion at a small-town hotel eating boiled whole wheat. He became curious and learned that it was the only food the man could digest. His own bodily condition being greatly helped by adoption of the diet Mr. Perky developed a process for boiling whole wheat in steam, shredding it



"Stomach Comfort in Every Shred"

¶ It is not how much we eat, but how much we digest that makes us strong. Indigestion is not confined to the stomach. The starchy foods, such as bread and potatoes, are digested in the bowel. Millions of persons are unable properly to digest starchy foods. ¶ Whether it is stomach indigestion or bowel indigestion, what the

sufferer needs is food, not medicine—the right kind of food. Such a food is

Shredded Whole Wheat

¶ It is made of the whole wheat, steam-cooked and drawn into fine-porous shreds and baked. These delicate shreds are retained and assimilated when the stomach rejects all other foods. Thousands of persons—including many doctors—gratefully affirm this fact in letters to this Company.

"It's All in the Shreds"

¶ Shredded Wheat is not "treated" or "flavored" with anything—it is the whole wheat and nothing but the wheat—the cleanest and purest cereal food made. It is made in two forms—BISCUIT and TRISCUIT. The Biscuit is delicious for breakfast with hot or cold milk or cream or for any other meal in combination with fruits or vegetables. Triscuit is the shredded whole wheat cracker which takes the place of white flour bread; delicious as a toast with butter or with cheese or preserves.

THE NATURAL FOOD COMPANY
Niagara Falls, N. Y.

AN EARLY SHREDDED WHEAT ADVERTISEMENT

"UNEEDA" CHANGES A NATION'S BUYING HABITS

and baking it, which not only improved digestive action but brought out a flavor that by itself gave the food great attraction. From house-to-house peddling of the product of a two-man plant came a factory, store demonstrations and advertising.

For a quarter of a century Truman A. De Weese, a recognized expert in dietetics, has been in charge of the advertising of the Shredded Wheat Company. The plan that has been followed has never permitted the advertising to go off on novelty tangents in copy or illustration. There has been variety in approach but always within the limits of common sense. Substantial steadiness in growth has been the aim. The widest distribution of any breakfast food in the world is the result. Five factories—two at Niagara Falls, one in California, one in Canada and one in England—supply the millions of Shredded Wheat biscuits eaten daily by a public which, first interested through advertising that convinced, has found the product to be everything claimed for it. The home factory, almost overlooking the Falls at Niagara, is visited each year by thousands of people who are shown through by intelligent guides and then entertained at luncheon—a form of advertising which has proved its efficiency.

Featuring the Sanitary Package

There were many package goods before the National Biscuit Company began to advertise in 1898, but after Uneeda Biscuit had shown that even the lowly soda craker could be rescued from the barrel and made into something with position and prestige in the world the number and variety of packages that appeared on the grocer's shelves increased at a fast-growing rate. Advertising which emphasized the cleanliness, convenience and airtightness of the package built a preference for it as against bulk goods, and so thoroughly established did the package soon become that in less than a generation even the farmer's household became a buyer of the wrapped and sealed article of food.

The well-planned and comprehensive campaign with which the National Biscuit Company began its advertising in 1898 was, through its demonstration of the efficacy of good method and large volume, an important influence for the acceptance of advertising as a business promotion method by large concerns. Success of the name, U-need-a

THE HISTORY AND DEVELOPMENT OF ADVERTISING

Biscuit (suggested by H. N. McKinney, of N. W. Ayer & Son), ridiculed as silly by many in the beginning, had the effect of softening the dignity in company directorates and creating a more open mind on the popular appeal in advertising. In the omnipresent Uneeda jingle—"Lest you forget, we say it yet, Uneeda Biscuit"—other manufacturers at the end of the century saw a constant reminder that attractive and widespread advertising brings immediate and enormous demand. To Uneeda Biscuit the National Biscuit Company added a long line of specialties, all of which have achieved national fame and popularity through effective advertising.

The social influence of package advertising has not been in the greater sanitation among foodstuffs alone. Constant hammering on sanitation by manufacturers of package goods has done much to bring a general appreciation of the importance of sanitation in all its phases. It is an instance of the community value of the by-products of advertising.

Big Influence of the Bicycle

To the bicycle manufacturers of the 1880's and '90's advertising owes that which all owe a trail-blazing pioneer. Especially is the development of magazine advertising indebted to the bicycle, for the bicycle gave the magazine a measure of recognition as a medium which encouraged the use of large space there and more frequent insertion by advertisers in general. The high wheel, the successor of the old velocipede of our forefathers, which had attracted attention at the Centennial Exhibition in Philadelphia in 1876, appeared in the advertising columns and began to be popular some two or three years after the Centennial. In the early '80's the Pope Manufacturing Company, makers of the Columbia high wheel, was employing quarter pages and occasional full pages in the magazines.

Bicycle manufacturers early sought expert advice. In 1883 Nathaniel C. Fowler was writing the advertising for the Columbia, using in the magazine page a group of woodcut scenes picturing the delights of a countryside tour in which the gentleman rode the high wheel and was flanked on either side by a lady pedaling her low-lying tricycle, also a Columbia.

With the arrival of the safety bicycle in 1888, Columbia and Victor



BICYCLE ADVERTISING IN 1896

This appeared in the magazines as well as on billboards during the vogue of the "Aubrey Beardsleyish" in American advertising.

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Bicycles began the advertising that set the famous "bicycle craze" going. In ten years systematic advertising by these and the score of other companies that followed their lead had made one person in every seventy in the United States a "devotee of the wheel," which was that decade's way of saying that a person rode a bicycle. In the great army were men, women and children, and the age of a rider might be anywhere from five to one hundred years. They swarmed in city, street, and country road, single and tandem, and to the advertising man presented an inspiring picture of the results of full-schedule, large-scale advertising. Twelve pages of bicycle copy in a magazine with sixty pages for all other classes of advertising combined was a common proportion in the middle 1890's.

It was bicycle advertisers who first proved that an article of luxury costing \$100 could be sold to the mass. That sum was of course in the 1890's much larger than the same sum is in 1928. Ambition to own a bicycle and the desire to earn money which this ambition engendered in the boy of the '90's made many a boy useful to others and himself who might have been a failure but for the urge to effort the bicycle ambition provided.

In physical development of the advertisement the bicycle manufacturer took the lead. In art and typography and copy he made contributions which gave advertising as a whole a new attractiveness. The first American advertisers to use the art poster and the first to engage artists like Maxfield Parrish to do advertising work, the bicycle manufacturers worked an improvement in the art of advertising which by itself not only made their publicity more resultful but gave other manufacturers a new view of the dignity of advertising quite different from the impression created by the long era of patent-medicine leadership.

Bicycle advertising brought into copy the "careful engineer inspection of product" which later helped so many copy writers, especially those writing for industrial products. The Pope Manufacturing Company advertised that before a Columbia Bicycle left the shop it was "inspected in every detail by 21 engineers and mechanics." Points made by the various manufacturers provided discussion of absorbing interest among bicycle fans, an early example of the word-of-mouth value of the advertisement that gives the enthusiast mechanical differ-

A SAMPLE EXPENDITURE AND RESULTS IN 1890'S

ences to talk about, so much in evidence since the advent of the automobile.

Of the cost of this pioneer advertising of a luxury we have the figures on Monarch Bicycles for several years. In its first year, 1893, Monarch, which was advertised with the slogan "Faultless," put "a few thousand dollars" into advertising and sold 1,200 bicycles. In 1894 Monarch's advertising expenditure was \$20,000 and 5,000 bicycles were sold. In 1895 the advertising cost was \$75,000 and the sales were 20,000 bicycles. The 1896 expenditure of \$125,000 sold 50,000 bicycles. This sum permitted the liberal use of the monthly and weekly magazines, 2,500 country weeklies, a long list of religious weeklies, and many dailies, various theater programs and drop curtains, balloon ascensions and other stunts. And that was after allowing \$10,000 for catalogs and \$10,000 for the racing crew that kept the Monarch at the bicycle races over the country, to which the newspapers were giving as much free publicity as they were to baseball. These figures will interest twentieth-century advertisers as showing the difference in rates for space then and now.

1847 Rogers Bros.

The three Rogers Brothers started the silver-plating industry at Hartford, Conn., in 1847. Advertising in newspapers began soon after and success brought competition. It also resulted in certain capitalists of Meriden, Conn., becoming interested and the formation of the Meriden Britannia Company. The trade-mark, 1847 Rogers Bros., was another early result of competition, and since the early '50's the trade-mark has been stressed in the advertising. As explained in 1928 by Mr. W. G. Snow, the veteran advertising manager for 1847 Rogers Bros., the company's advertising policy continues to be that beauty of design can be judged by the purchaser. The advertising of 1847 Rogers Bros. has always sought to give the buyer an opportunity to form this judgment, but the main purpose has been to show that the Rogers line possesses highest quality by submitting proof of the acid test, that of time.

Advertising of 1847 Rogers Bros. in the beginning was spasmodic when judged by later standards. It was not until 1890 that the appropriation reached \$10,000 and really systematic advertising was

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begun. In that year the Ladies' Home Journal was added to a schedule that already embraced agricultural papers, religious weeklies, Scribner's, Harper's, Century and the Youth's Companion. In no year since has 1847 Rogers Bros. been out of the Ladies' Home Journal. With the formation of the International Silver Company in 1898, when Mr. Snow had already been thirteen years in charge of the advertising, the company's publicity took on broader scope. One device used to keep the year 1847 in the public mind got wide recognition from newspapers and magazines over the country as interesting literature. This was a house organ, The Silver Standard, published for ten years just before and after the turn of the century. A running story of events in 1847, taken from the publications of that year, it presented many quaint and curious items for the delectation of grandchildren of the men and women who were helping to make the world in the year when 1847 Rogers Bros. began to set an endurance record on American dining tables. For three quarters of a century at this writing it has not been necessary to explain that "1847 Rogers Bros." means silver plate. The company's position in the industry is an example of the solidity given by continuous advertising enlarged from year to year.

Early Days of Mail-Order Catalog Business

Department stores, besides influencing by their local success the beginning of national advertising by manufacturers, were themselves among the early general advertisers in magazines and thus participated directly in the development of national advertising. Wanamaker of Philadelphia, Lord & Taylor and Macy's of New York, Field, Leiter & Co. and Carson, Pirie, Scott & Company of Chicago, after obtaining results from the religious weeklies, stepped into the national monthlies. Wanamaker founded the Farm Journal, Ladies' Journal and Book News Monthly to advertise his business, and later revived Everybody's Journal, his boyhood enterprise, in Everybody's Magazine. Lord & Taylor's and Macy's appeared in the religious weeklies in the middle '70's, the former with ten-inch space listing various new cloths, and Macy's in two-inch space offering a catalog. In 1881 Wanamaker and Macy's were employing occasional full pages in magazines like the Century, with specific mention of fine

"SILVER PLATE THAT WEARS" 1847 ROGERS BROS



Rogers Brothers
MANUFACTURING COMPANY,
MANUFACTURERS OF
SILVER PLATED WARE,
OF SUPERIOR QUALITY.

MANUFACTURE

Plain, Tip'd, Thread, Tuscan, Beaded, and other fancy patterns of Spoons, Forks, Ladles, Sugar Shovels, Shells, and Sifters; also, Butter, Fish, Pie, Cake, Crumb, Ice Cream and Fruit Knives; Sugar, Ice and Asparagus Tongs; Napkin Rings, Spectacle Cases, Tobacco Boxes, Salt Cellars, and Children's Cups, both plain and chased, plated with pure silver on genuine *Albora*.
 Also—Tea Sets, Urns, Kettles, Pitchers, Goblets, Cups, Salvers, Castors, Cake, Card and Sugar Baskets, Mustard, Egg and Molasses Cups, &c, both plain and richly chased and ornamented.

COMMUNION SERVICE.

Desert and Dining Knives, plated on fine tempered Cast Steel

MANUFACTORY AT HARTFORD, CT.

Office in New York.

No. 121 Nassau Street.



IN A DIRECTORY IN THE 1850's

Rogers Brothers did not wait to be old before making "1847" a part of the name.

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chinas, laces, imported clocks and other luxuries. Specialty shops like Vantine's, Ovington's and McCutcheon's likewise were pioneer magazine advertisers. This early department store advertising had a strong influence in starting the big spread of mail-order catalog business in the '80's.

Fruitful Seed

The Biblical counsel, "In the morning sow thy seed," was followed in an advertising sense by the seed houses. Early appreciation of general publicity as a business builder had much to do with development of the seed business. Single-sheet seed catalogs appeared around 1785. The B. Landreth Seed Company of Bristol, Pa., was advertising in newspapers as early as 1800. The names of Peter Henderson & Co., W. Atlee Burpee & Co. and James Vick were made widely familiar to the public through farm-paper and general magazine advertising in the '70's and '80's. Burpee led in space size. The slogan "Burpee's Seeds Grow," the result of a prize contest in 1890, appeared in full-page advertisements in the magazines. Vaughan's Seeds were advertised in small space, but in many publications. In the early '90's the Albert Dickinson Co. of Chicago joined the magazine advertisers, and later came D. M. Ferry & Co. of Detroit as an extensive advertiser. The Elliott Nursery Company of Pittsburgh was the first successfully to advertise and sell imported bulbs by mail.

Forerunners of the Ham What Am

Advertising by meat packers began with extract of beef as the subject. Liebig's in the religious papers and standard magazines of the '80's used small copy to caution housewives to "Ask for Liebig's Extract of Meat and insist upon no other being substituted for it." Occasionally Liebig went into a page. Cudahy's Beef Extract, Swift's Beef Extract and Armour's Beef Extract made their advertising debut in the magazines in the late '80's, using pages at irregular intervals.

Ferris & Company of New York had no national advertising competition in the 1880's and '90's. Ferris Hams—"A little higher in price but" followed by an expressive dash was the copy after the slogan period came—used 56-line copy with regularity in the re-

PIONEERS IN INSURANCE ADVERTISING

religious weeklies and standard monthlies. F. A. Ferris & Company, which at this writing is nearly a hundred years old, began as a general provision house, but after the Civil War decided to concentrate on two articles, ham and bacon. They were the first to sell these articles wrapped, and in the '90's the quarter-page Ferris advertisement included well-drawn illustrations of the ham and bacon in their wrappings. Advertising by Swift & Co., Morris & Co. and Armour & Co. and "The ham what am," which in late years has provided such appetizing double-page color copy in the magazines, did not begin until after the turn of the century.

Insurance Advertising

Fire-insurance companies were early believers in advertising. In the eighteenth and early nineteenth century, when a half-dozen lines in an advertisement was the common thing, they were using several hundred lines per insertion in newspapers, especially in those which catered particularly to the commercial class.

In the 1870's and '80's the publication of financial statements by life-insurance companies was quite common in the religious weeklies. After 1875 an occasional life-insurance advertisement began to appear in the magazines. It was usually an annual financial statement. In the

'80's the Travelers Insurance Company made a start with copy designed to sell the attractions of its policies. Now and then there might be substituted for the financial statement in the religious weeklies a half column of copy pointing out the special advantages of travelers accident policies. In the standard magazines for January,

THE Prudential Friendly Society, 812 BROAD ST., NEWARK.

(State Bank Building.)

Has ample cash fund and provides to its members, male and female, from infancy to old age, aid when sick, a pension when old, and a burial fund at death.

DIRECTORS.

HORACE ALLING,
BENJAMIN ATHA,
ALLEN L. BASSETT,
NOAH F. BLANCHARD,
CHAS. G. CAMPBELL,
AARON CARTER, JR.,
WILLIAM R. DRAKE,
JOHN F. DRYDEN,
JAMES M. DURAND,
ISAAC GASTON,
ALBERT O. HEADLEY,
ANDREW HOPPER.

HENRY J. YATES,
ALFRED LISTER,
GEORGE D. G. MOORE,
WM. H. MURPHY,
GEORGE RICHARDS,
WM. ROBOTHAM,
CHAS. W. A. ROEMER,
EDGAR B. WARD,
LESLIE D. WARD, M. D.,
MARCOUS L. WARD, JR.,
WILLIAM WHITTY,
ELIAS A. WILKINSON.

For tables and further information please apply at the office.

ALLEN L. BASSETT, President.

JOHN F. DRYDEN, Secretary. n13-tel

THE PRUDENTIAL'S FIRST ADVERTISEMENT

(Newark Daily Advertiser, November 18, 1875.)

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1889, there appeared an isolated early instance of human-interest advertising of insurance, a painting showing a widow's family moving its belongings. The picture, credited to the Magazine of Art, bore the caption "Their Ever-Shifting Home," and the copy read: "If you don't want your family ever to be in this plight insure in the Travelers." That kind of advertising, however, did not continue. The painting idea was, like so much of the advertising of the period, a one-time flash.

The Prudential was the first life-insurance company to advertise on a broad scale. After twenty years of occasional local newspaper advertising in Newark, John F. Dryden, president of the Prudential, determined upon a national campaign. His first thought was for a trade-mark that would symbolize the financial strength and permanence of the company. The famous Rock of Gibraltar, with the slogan lettered on it, "The Prudential has the strength of Gibraltar," was the result, and in 1896 the Rock, in large size, began to be a familiar sight in the magazines. Besides its use in advertisements, the Rock appears on the company's policies and on its application blanks, premium receipts, death-claim papers, business forms and literature of various kinds—a thorough employment which has made the Prudential itself a symbol of strength. Recognition of the widespread familiarity of the public with the Prudential trade-mark is found not only in stage allusions and newspaper and periodical allusions but in references to it in the works of William Dean Howells, Booth Tarkington and other famous writers.

The value of extensive periodical advertising in the modern sense as a business producer has never been fully appreciated by life-insurance companies, excepting by the Prudential and the Metropolitan. For several years last preceding the date of this writing the Prudential has been conducting a campaign that has brought really remarkable and traceable results, in which the picture tells the story. The number of words used in each advertisement has been so limited that it has frequently cost the company, taking into consideration all the publications used, several thousand dollars per word, but the picture with a brief caption has told the story more powerfully than if a thousand words had been used.

The advertising of the Metropolitan Life Insurance Company, a

BEGINNINGS OF ONE "BILLION-DOLLAR INDUSTRY"

development since 1920, has been based on the health appeal. It has been an educational campaign of the highest value, and the company's statistics show that the work it has been doing in this line has not only increased the average life expectancy for the company's policy holders but has been most influential in raising the standard of general health of the entire nation.

Penny Confectionery's Start

Smith Brothers Cough Drops, an "old family remedy" which first appeared in the market in 1847 as "James Smith and Son's Compound of Wild Cherry Cough Candy," was the pioneer advertiser in a class of products—penny and nickel confectionery—which in 1928 has grown to the importance of a billion dollars retail sale annually. For some years it has included one of the heaviest advertisers in any class.

Store hangers and tackups were employed by James Smith & Son in Civil War days. Then the "drops" were sold out of a glass jar and in small envelopes supplied to the storekeepers. The Smith tackup was among the earliest to appear in color. The crude woodcut trademark of the two Smith Brothers (sons of James Smith) which appeared later with the word "Trade" under one portrait and "Mark" under the other led stage comedians to refer to the brothers as Trade Smith and Mark Smith. That this crude and in later days comparatively uninteresting illustration on a package should have attracted the attention it did in the 1870's is an index to the value of appealing to the primitive human inclination toward pictures. Smith Brothers advertising was at first entirely outdoors. On the momentum thus gained it ran for many years and did not go into publications until well after the turn of the century, when competition made it necessary. In 1928 the Cough Drops have close to a million retail outlets.

What the Smiths did for cough drops in half a century William Wrigley accomplished for his chewing gum in a few years by heavy advertising. When he started business in 1893 with a capital of \$32, Beeman's Gum and Adams Tutti Frutti Gum were advertisers in quarter-page magazine space and small newspaper copy. By systematic advertising on a growing scale he built up an annual consumption of some forty million dollars' worth of chewing gum. Sales volume

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has followed the advertising, which in 1928 has for a number of years involved an expenditure of several million dollars a year. Mr. Wrigley was not one of those manufacturers who in 1893 declared that the margin on an article selling for ten cents would not permit of advertising. He has found it possible to spend three million dollars a year advertising a penny stick of gum and have enough profit to make him one of the country's wealthiest men.

The Smith Brothers Cough Drop and the Wrigley Gum, each in its own way, pointed methods for advertising which has created the billion-dollar counter pick-up habit, in the spread of which Life-Savers, O Henry, and Henry Heide's various toothsome products in later years have also done effective work.

In the bon-bon package class of confectionery Whitman's Chocolates and Lowney's Chocolates were pioneer advertisers. The wide renown of these favorite gifts to family or sweetheart began with the use of small advertising space in the 1890's.

Advertising and the Soda-Counter Habit

Hires Root Beer blazed the path since followed by a long line of soft-drink advertisers, including Coca Cola and the ginger ales. It had its origin in the discovery of the formula by Charles E. Hires in a farmhouse in the 1870's. One morning in 1877 George W. Childs, proprietor of the Philadelphia Public Ledger, sat down beside Mr. Hires in a street car. "Mr. Hires," said the newspaper publisher, "why don't you advertise that root beer of yours?" "How can I when I have no money?" "Advertise to get money. It certainly will pay you; you have a good article. You come around to the Ledger office and I'll tell the bookkeeper not to send you any bills until you ask for them." An inch advertisement ran daily in the Public Ledger, and when profits justified Mr. Hires in asking for his bill it was \$700, which gave him more anxious consideration at the time than did approval of annual appropriations of \$600,000 later. For ten years Mr. Hires put all his profit into advertising, using newspapers and magazines. Hires Root Beer was the first advertiser to induce the Philadelphia Public Ledger to break column rules and the first to use a full page in the Ledger. Half pages appeared in the standard magazines as early as 1888 and in the '90's Hires was using the back cover of the Ladies'

CANNED GOODS BEGAN WITH HUCKINS' SOUP

Home Journal in two colors. The Hires contribution to development was a demonstration that through advertising the soft drink could be made a national product.

Coca Cola, which dates from 1886, spent as a starter a few dollars on a card reading: "Good for a Coca Cola for you and your friend." In the next five years small-size posters were put up and oilcloth signs were supplied to dealers, followed by metal signs. In 1893 decalcomania signs, 12 by 18 inches, were issued, and distribution of the Coca Cola clock, later a common sight everywhere, was begun. Painted outdoor advertising came in 1894. Magazine and newspaper advertising by Coca Cola is a development of the twentieth century. From an expenditure of \$11,401 in 1892, \$100,000 in 1901 and \$500,000 in 1908, the appropriation has grown to \$5,000,000 in 1928.

Soup First on the Canned Goods Menu

Soup was the first canned article of food to be nationally advertised. J. H. W. Huckins & Co. of Boston, Mass., employed half pages in the standard magazines in the 1880's. Huckins' Soups, which were used without addition of water, were popular with housewives up to the middle '90's. Franco-American Soup, another of the full variety, became a magazine advertiser in the '90's, and in 1928 is still being sold under its own name by the Campbell Soup Company, which absorbed the Franco-American Food Company. Another which appeared in the magazines in the middle '90's was the White Label Soup of the Armour Packing Company of Kansas City.

Those were the predecessors of Van Camp and Campbell, who began advertising in the late '90's, Van Camp being first in the field. Campbell Soup, in recent years a \$2,000,000-a-year advertiser in magazines alone, began in 1899 with a \$4,000 expenditure in street cars. Its advertising appropriation has for many years represented a fraction of a cent per can. The appropriation has gone up step by step with sales.

H. J. Heinz, who started with horse-radish which he peddled in a wheelbarrow in 1869 and brought his line up to more than 57 varieties of preserved foods, began his advertising with store cards. Up to the

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end of the century Heinz was almost exclusively a booth, stunt, novelty and outdoor advertiser. Stands at county fairs was an early method. Millions of pins, watch charms and brooches in the form of a pickle were distributed. Posters appeared everywhere over the country. In street cars the advertising of Heinz Oven Baked Beans was sure to get attention in the 1890's because a string of dried beans rattled on the card as the car bounced over the tracks. Motion of the car also was used to create the illusion of movement in the card. A large expenditure at the Chicago World's Fair in 1893 is an important milestone in Heinz advertising history and a similar display was made at the Paris Exposition in 1900. Additions to the line became numerous in the '90's.

The idea "57 Varieties" came to Mr. Heinz while he was on a train bound for New York, and presently "57" was appearing on cliffs and conspicuous walls everywhere. In 1898 was built the Heinz Ocean Pier at Atlantic City, and in 1899 Heinz gave a decided impetus to the great white way in New York by erecting what was then the largest electric sign on Broadway, which obtained for the Heinz pickle, "57 Varieties," and the names of some of his products, the most spectacular display in the world. When extensive newspaper and magazine advertising by Heinz began after the turn of the century it had been preceded by a quarter of a century of outdoor and novelty advertising on a large scale. The Heinz business is a good illustration of a motto hung in the company's offices: "Any common thing well done and properly advertised will bring success."

In publication advertising Heinz was preceded by Van Camp's Pork and Beans and Van Camp's Tomato Catchup. Van Camp was employing newspapers and magazines in the early '90's. Up to the '90's the manufacture and sale of canned goods was held back by the cost of cans and the difficulty of securing a hermetically sealed product, a condition that had improved but slowly since 1857, when a can of tomatoes cost the consumer fifty cents and a can of peaches a dollar.

Way Pointers in Building Materials

In building materials, which in the twentieth century make up so important a percentage of publication advertising, one of the earliest national advertisers was the H. W. Johns Manufacturing Co. (later

EARLIEST ADVERTISERS OF BUILDING MATERIALS

Johns-Manville Company), whose two-inch advertisements appeared in Harper's Weekly in the 1860's. These early advertisements simply listed "Asbestos roofing, cement, paint, boiler covering and steam packings," said they were "all prepared and ready for use" and suggested writing for a pamphlet. In the spring of each year in the '80's the H. W. Johns Manufacturing Company used a page in the national magazines, usually with liquid asbestos paint as the theme. From that two-inch advertisement in Harper's Weekly in the 1860's this company's advertising grew to an expenditure of a half million dollars a year after the World War.

First in the building-material class to use pages in the magazines in a systematic way was the Murphy Varnish Company, which late in 1886 employed John E. Powers to write a series informing the public that there were differences in varnishes. The Murphy full pages in the Century Magazine of 1887, good in copy and striking in typography, might appear in the Century in 1928 without being criticized as "old-fashioned." That can be said of but little of the advertising published before the close of the century. The Murphy pages, with reason-why copy, appeared when other manufacturers were satisfied to run cards that simply indicated the nature of their business, if they advertised at all. An early small-copy but somewhat regular advertiser in the 1880's and '90's was F. W. Devoe, later Devoe & Reynolds, Inc. Devoe magazine advertising began with artists' materials as the subject.

Beginnings of Office Equipment

A class of advertising which in 1928 represents a large volume and is the mainstay particularly of a group of business periodicals, began in newspapers early in the last century with the advertising of quills, and of ink, and sand for drying it. Presently steel pen points and blotting paper took the place of the quill and sand. In the 1870's typewriter advertising appeared in the newspapers. An outstanding block in the New York newspapers in 1875, as told earlier in this volume, was a quarter-page illustrated advertisement for the Remington, at that time a striking display. The Remington, Hammond and Caligraph typewriters began in the monthly periodicals with four-inch space. Waterman's Fountain Pen was employing four-inch space in

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the '80's. Early in the next decade Edison's Mimeograph and the Felt and Tarrant Comptometer assisted in breaking the way for the long procession of business devices that was to come. Development in business appliances has been so great that one company, the International Business Machines Corporation, under the able presidency of Thomas J. Watson, in 1928 is advertising no less than six hundred different labor- and time-saving machines for the factory, office or store.

The Druggist Becomes a Jeweler

Seth Thomas Clocks and Watches were the first timepieces to be advertised with anything like consistency. The Seth Thomas Clock Company ran full pages in the Century as early as 1882. Half pages and quarter pages were more frequent. In the '80's the inexpensive watch appeared. The Waterbury Watch was advertised in the mail-order journals, the religious weeklies, and now and then in the high-class monthlies, an occasional page appearing in Scribner's and other high-class publications. The Ingersoll Watch, first made in 1892, employed an inch of space in the mail-order journals for five years and had reached an annual sale of three thousand watches by 1896. Dealers, especially jewelers, were up to this time not enthusiastic, and it was thought the business of selling \$1.50 watches would always be mainly mail order. Then came a step that not only changed the fortunes of the Ingersoll Company but helped arouse in manufacturers in general an interest in large-scale advertising. Henry Wilson, advertising manager of the Cosmopolitan Magazine, induced the Ingersoll Company to try a full page in the Cosmopolitan at a cost of \$250. The advertisement sold eighteen hundred watches direct, besides the sales through dealers, a return from one advertisement equal to more than half the previous year's sales. The Ingersoll Company at once embarked on an advertising campaign of increasing size from year to year in the magazines and also became a leading user of billboards. With that came a dealer coöperation and distribution through new types of outlet, including drug stores, that resulted in effort in untried directions by other manufacturers and a new view of the possibilities for many products. In 1928 the aggregate number of Ingersoll watches sold had reached seventy-five million.

BATHTUB BEGINS ITS GREAT SOCIAL WORK

The Bathtub

In 1836, there were, so far as recorded, only fifteen hundred bathtubs in the United States, all of them in Philadelphia, which had a city water system and taxed each tub three dollars. Six years later Adam Thompson of Cincinnati achieved something of a national reputation for eccentricity by installing a wooden tub and putting six Negroes to work daily filling an attic tank to provide a gravity flow. The first bathtub in the White House was put in by President Fillmore in 1850. Early in the century, and even after the middle of the century, frequent bathing was considered inadvisable by many physicians. Luxury taxes on tubs, high water taxes or lack of pressure water supply, and other deterrents, operated against the bathtub.

In the Civil War decade there was no one who thought it worth while to suggest to a person of ordinary means that he ought to have a bathroom in his home, even where pressure water was available. The bathroom was a bit of swank which the well-to-do sought out when they reached the stage where they could afford this evidence of wealth and distinction. As late as the 1870's a real bathroom was considered a luxury of the wealthy. In the early '80's those classified as comfortably off began to have this convenience, with the copper or zinc-lined tub, and by the late '80's builders of moderate-priced flats in the bigger cities had begun to install the zinc-lined bathtub in addition to other indoor plumbing.

The J. L. Mott Company of Trenton, N. J., manufacturers of plumbing fixtures since 1828, were the first advertisers of bathtubs, though its early advertising was confined to the plumbers' trade journals, where it began to appear in full-page space in 1881. General advertising of Mott bathtubs did not begin until the Standard Manufacturing Company of Pittsburgh, as the Standard Sanitary Manufacturing Company was then known, had for several years been advertising the porcelain tub to the general public.

To the Mott and Standard companies goes credit for beginning the advertising which has popularized the bathtub and for carrying on for several decades with little or no assistance from other manufacturers. The Kohler company was the first to follow the pioneers, then came the Mueller company, and in the recent past the Crane company.

HOUSE FURNISHINGS 18

ASK YOUR WIFE



If she would not like to bathe in a china dish, like her canary does.

Our Porcelain-lined Bath Tub is a china dish cased in iron.

SANITARY,

DURABLE,

CHEAP.

If you have never tried it, you cannot imagine how delicious a bath can be made by using one of our bath tubs.

The above cut shows tub without rim or fittings. We finish them to suit your taste. This is a luxury you can afford.

Read our advertisement in June CENTURY. Catalogue free.

STANDARD MANUFACTURING CO.

PITTSBURGH, PA.

PIONEER BATHTUB ADVERTISING

(From the Century Magazine for May, 1890.)

"Do You Bathe?" was the 36-point caption on one of the first advertisements of the Standard Manufacturing Company, which appeared in half-page space in the Century and other standard magazines in 1890. "Ask your wife if she would not like to bathe in a china dish like her canary does" was the suggestion in another, the reference being to the white porcelain of the Standard company's tub. These advertisements were illustrated with a "catalogy" cut of the tub; the complete bathroom was not pictured.

Gradually, under the leadership of the Standard company and its director of advertising, C. B. Nash, there was developed copy and art work which spread far and wide over the land, not only the idea of greater facility for personal cleanliness, but the beauty of the bathroom and the desirability of adding this beauty to the home. Adver-

EXAMPLE OF EDUCATIONAL EFFECT OF ADVERTISING

tising may be given chief credit for the presence at this time of stationary bathtubs in 70 per cent. of American urban homes and in nearly 25 per cent. of rural homes throughout the country, as well as in all modern hotels, which consider it necessary to have a bathroom for every bedroom. The modern bathroom has made us a clean and sanitary nation, and this is due largely to education of the masses by years of consistent advertising of bathrooms.

CHAPTER XLVII

EARLY DAYS OF TRANSPORTATION ADVERTISING

Disseminated announcements of transportation facilities are nearly as old as publication advertising. English stagecoaches used newspapers to publish their itineraries in the seventeenth century. Announcements of cargo space in ocean vessels was a considerable source of revenue for newspapers throughout the eighteenth century and well into the nineteenth.

In the United States, after the arrival of railroads in the 1830's, the woodcut, a quarter of an inch high and a column wide, of a string of cars hauled by a queer-looking locomotive, which was placed over a time-table, was often the most interesting illustration in the page during that period of solid agate columns. Until after the Civil War time tables continued to be the sole method and up to the end of the nineteenth century was the chief form of railroad advertising in newspapers. It usually was paid for with railroad tickets, which the publisher traded for material or sold for what he could get. Paying with tickets, the railroad regarded the advertising as "free"; there was plenty of room in the cars in those early days. The time-table in the newspaper lasted until the interstate commerce law resulted in the abolition of passes except to railroad employees. One country editor, in the place where the time-table had been running for half a century inserted this: "Trains are due when you see the smoke."

In the '80's and early '90's, in the West especially, it was customary for the railroads to contract for a large amount of advertising in magazines and newspapers and make payment in mileage books. The result was that ticket scalpers' offices were opened in the larger cities, where mileage books acquired by advertising agencies and publications were sold at large discounts. The cost of a trip west of Chicago or St. Louis depended largely on the skill of the buyer in bargaining.

POPULATING THE WEST THROUGH ADVERTISING

At one time the flood of mileage books had become so great that a shrewd bargainer could go from Chicago to Kansas City for one dollar, and on one road could occupy, free of extra charge, a chair in the railroad-owned parlor car. Hundreds of thousands of dollars, face value in mileage books were spent by the railroads over a period of years. The railroad took the attitude that the advertising thus gained was twofold in its effect: it made the name of the railroad known to a large number of people in the East who ultimately might use the road, and, again, the man who used the mileage book would be made familiar with the territory and would possibly become a settler on the line.

With the opening of the West there came an additional form of railroad advertising. This was advertising for settlers on the new land, and the need for population along their lines was the reason why Western railroads were earlier than the Eastern lines as advertisers in the national magazines and in newspapers published outside the road's own territory. One of the earliest of these national advertisers was the Atchison, Topeka & Santa Fe Railroad.

The author was connected with the advertising department of the Santa Fe at the time. The terminus of the road was at La Junta, Colorado. There was little use in advertising for passenger business and the advertising department was occupied chiefly in securing settlers and selling land of the grant which the United States government had made the Santa Fe. This land grant covered every other square mile for twenty miles on either side of the railroad, west of the Missouri River, like a huge checker board 40 miles wide and 469 miles long, an area of 2,944,788 acres, nearly equal to that of Connecticut. The method of advertising was to write up descriptions of the country, amplifying the possibilities for farming, and use these letters as "readers" in various papers. The writer recalls that the road had one contract with the Chicago Weekly Inter-Ocean to print a descriptive letter of two columns in each issue. These articles were marked and the paper mailed to 100,000 farmers in New England and the Eastern states, the purpose being to arouse interest in that beautiful but undeveloped prairie country. The land was first offered at \$2.50 an acre on ten years' time.

In those days any newspaperman in the East who applied for a

THE HISTORY AND DEVELOPMENT OF ADVERTISING

pass on the railroad got it without question; in fact, there was a standing order in the passenger department never to decline a request for a pass if there was any way of granting it. How many of these passes were issued is indicated by an amusing incident. A conductor, whom the writer knew, came through the car and remarked to him, "By golly, I had a shock a few minutes ago; there's a sucker up in the third car forward who's got a ticket."

Holders of land seeker's tickets, which were sold at a heavy discount, were obliged to go out to nearly the end of the line to have these tickets stamped before they were good for return passage. The railroad had as land agent at this remote point its best salesman, feeling that it was the better policy to sell the far western land first, as the land to the east would be easier to sell. This agent had as prospects one day a party of New Hampshire men who looked like "ready money," but, talk as enthusiastically as he could, it was impossible to arouse interest. By late afternoon the land agent had talked himself out. They were driving back to town when one of the company spoke up and said, "I have heard nothing today except the great crops you can grow in this country; is there anything that won't grow?" "Yes," replied the agent, "there is one thing we have never been able to mature a crop of, and the farmers in this country would give anything if they could grow it for their cattle." "What is it?" asked the New Englander. "Pumpkins," said the agent. "Pumpkins? Why we can grow plenty of pumpkins even on the rocky soil of New Hampshire—what's the trouble?" "The soil is so rich here," explained the agent, "that the vines grow so fast they wear the pumpkins out dragging them over the ground."

Magazine advertising became general among the Western roads in the early '80's. The Atchison Topeka and Santa Fe Railroad was a pioneer and has always been a leader in transportation advertising. It was among the very first of the railroads to recognize the advantages of magazine and newspaper advertising, and it is a safe assertion that, from 1880 to date, if the question should suddenly be asked the average man to name a big railroad advertiser he would name the Santa Fe, whose exquisite color pictures of the Grand Canyon have done so much to help the "See America First" movement. The Union Pacific, Chicago Rock Island and Pacific, Missouri Pacific,

NEW YORK CENTRAL AN EARLY LEADER

Chicago and Northwestern, the Burlington, the Northern Pacific and the Southern Pacific, and the Southern Railway in the South were quick to follow the lead of the Santa Fe into the magazines.

First among the Eastern railroads to appreciate the value of advertising was the New York Central, which, during the period that George H. Daniels was general passenger agent, was a leader in all methods of publicity. There probably has never been a general passenger agent as fertile in ideas in connection with publicity, or as notable a leader in this line, as he, who was affectionately called "Uncle George Daniels" by railroad men from the Atlantic to the Pacific. Through his efforts the New York Central became the best known of all the Eastern railroads and forged ahead in passenger as



Mealtime a delightful event on the New Oriental Limited



A Dependable Rating

Leave Chicago's New Union Station daily at 11:50 P. M.

SEASONABLE delicacies add zest to dining on the New Oriental Limited in summertime. Wall-eyed pike from Minnesota's fresh-water lakes are a rare treat to those who enjoy regional dishes—mushrooms from the sandstone caves of the Mississippi—crisp, green salads—field-ripened berries and melons, grown larger and more mellow in the vale of the Wenatchee and Columbia Rivers and the tide-land gardens along Puget Sound, all enhance the pleasure of a vacation trip on this superior train. . . . Maid service, barber shop, shower baths and extra large Pullman berths with coil spring mattresses are other delightful Oriental Limited travel features. . .

"Inquire about the low round trip summer fares now in effect. Call, phone or write."



Get Two Great White Calls by buying New in Stop off at Glacier National Park

MAIL COUPON TODAY
Mr. H. H. Graham, General Passenger Agent, Great Northern Railway
100 Park Ave., 40th Street, New York 17, N. Y. Please return this coupon
I am planning a trip to _____ There will be _____ in my party. Will have an
_____ Please quote fare complete from the Great Northern and send it enclosed inside.
Name _____
Address _____

Clean, Cinderless, Luxurious, Scenic Route

MODERN RAILROAD ADVERTISING IN
NEWSPAPERS

20th CENTURY LIMITED
NEW YORK TO CHICAGO
IN TWENTY HOURS

**"As smoothly
as the CENTURY"**

John C. Ingram, correspondent for the Hearst newspapers aboard the Graf Zeppelin on her return flight across the Atlantic, cabled from Friedrichshafen that the great airship had traveled "as smoothly as a Pullman on the 20th Century Limited."

The overnight flight of the Century on New York Central's unique water level route has come to be a world standard of comfort in long-distance travel.

"As smoothly as the Century" was the highest praise Mr. Ingram could give the ship of the air.

New York Central
THE WATER LEVEL ROUTE . . . YOU CAN SLEEP
For reservations telephone VANderbilt 3300

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well as freight business. This road was the first to publish a magazine of its own. The Four Track News, under the guidance of Mr. Daniels, gained an almost national popularity. It was Daniels who gave the Empire State Express its world-wide reputation. He was master of publicity.

In passenger-ship advertising the custom in the eighteenth century was to announce in three or four lines of newspaper space that a ship leaving on a certain date for a port named had accommodations for a certain number of passengers. When steam navigation came, in the first quarter of the nineteenth century, the New York to Albany and other river lines, and the coastwise steamboats, such as the Philadelphia-Baltimore line, furnished newspaper copy. Until the railroad arrived steamboat competition in this country was with the stagecoach, and alongside the thumbnail woodcuts of stagecoaches in the newspapers appeared cuts of the river boats with their high smokestacks. Fear of boiler explosions kept many off the boats, and the steamboat companies recognized this fear by providing trailer barges on which double fare was charged owing to their greater safety. These were called "Safety Barges," and the Steam Navigation Company, forerunner of the Hudson River Day Line, frankly advertised them under that term. In magazine advertising the Clyde Line, Fall River Line, the Old Dominion Line and the Eastern Steamship Company, American coastwise services, were pioneers.

Almost to the end of the century the advertising of ocean steamship lines consisted entirely of a brief announcement of sailing dates in the daily papers. The first to break away from the universal habit of simply carrying a sailing list was the North German Lloyd. The writer persuaded the management that a transatlantic steamship company should advertise in a way to create the desire to travel; that merely inserting a sailing list, while it was a convenience to the public, was not an inducement to travel. The result was the preparation by the author of a freely illustrated and descriptive article which was inserted in Harper's Magazine and occupied thirty-two pages. It was, up to that time (1896), the largest and most costly black-and-white advertisement ever run in the United States and, so far as the writer knows, in the world. This advertisement was entitled "To Far Away

ORIGIN OF THE TOURIST CRUISE

Vacation Lands" and took the traveler by text and illustration across the sea and on a trip through Germany, Switzerland, France and Italy. It was subsequently published in pamphlet form, and demand for it was so great that nearly a half million copies were printed.

In recent years the advertising of steamship companies has grown into an enormous volume, both as to space and money, and in this development the Cunard Line has not only set the pace but been the leader also in art work and type of copy. Other transatlantic lines, such as the White Star and the French Line have been large users of space. In addition lines like Munson S. S. Company, operating to Cuba and South America; the Ward Line, Lamport & Holt, the Furness Line, and others, have been large users of space, not only in the magazines but in daily papers throughout the country.

Cook's Tours was advertising its tourist service in American magazines in the 1880's and 1890's, and tour advertising dates back to the middle of the nineteenth century, but the cruise as we came to know it was a later development. The running of a cruise by an ocean steamship company was first suggested by the author, whose idea it was to take one of the ocean ships and run it as a



Crossing In The "Aquitania" Carries As Much Prestige As Twenty Letters of Introduction . . . !

STEAMSHIP ADVERTISING IN 1928

Illustration from a full two-column newspaper advertisement of the Cunard Line. Body text omitted here for lack of page depth.

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floating hotel, making stops at the various islands in the West Indies, which at that time were "terra incog." to Americans. After the copy was prepared on the basis of the floating-hotel idea the term "cruise" was substituted. The idea was so successful that the following year a cruise was made to the Mediterranean and the Holy Land. A few years later a world cruise was inaugurated by the Hamburg-American Line, and in 1928 there are hardly any parts of the world which are not visited by Americans on cruises, in which they travel with the utmost luxury and with every convenience of travel and sightseeing at their disposal. This enjoyment may be put down as one of the many made possible by the constructive force of advertising. To what extent steamship and cruise advertising has grown is evidenced by the fact that in a single recent Sunday issue of the New York Times advertising of this type occupied a total of more than five pages of space.

CHAPTER XLVIII

ADVERTISING AT BEGINNING OF TWENTIETH CENTURY

At the opening of the twentieth century it was still possible for an advertiser to get immediate and inspiring results on an annual appropriation of \$25,000 when the advertising was done intelligently, and on that expenditure concerns that had started as basement affairs were growing into businesses of important size and developing toward the big-scale class. Success with well-conducted \$25,000 campaigns was encouraging greater effort and leading to dreams of conquest never before entertained. In the larger class, individual annual expenditures of \$100,000 and more could now be counted by the score, led by Royal Baking Powder's \$500,000 as early as 1893, Sapolio's \$400,000 in 1896, and Kodak's \$750,000 in 1899. That the large expenditure was nonexistent until 1905 or later is shown by the figures to be an erroneous idea.

The big things accomplished with trade-mark advertising on a broad scale in the previous decade were beginning to show in the growth of businesses from little or nothing to millions in a few years. Nonadvertising manufacturers were retreating from agreement with the views of the bankruptcy-fearful German-American butcher, who, after the expense of two small advertisements, angrily threw an arm in the air and exclaimed in the jingle style of the period:

"Flippity flop, der fogel flies,
So goes der man vot advertise!"

They were also ceasing to smile at the suggestion that advertising could accomplish in a short time what formerly had taken many years of effort by other sales methods. Experience was demonstrating that the most economical route to mass sales was through advertising

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and that the larger the sum spent for advertising the smaller the selling cost per sale.

The hold the jobber had obtained in fifty years of dependence upon him by the manufacturer was loosening. Distribution was no longer at the mercy of this factor, though some manufacturers were, and a few still are, slow to realize it. Philip D. Armour, the great Chicago meat packer, once asked D. M. Lord why Armour & Co. should go to the expense of advertising when every jobber and wholesaler of consequence was handling Armour products. The advertising man's reply was that the jobber did not reach the consumer, and that Liebig, Cudahy and Swift were by their advertising inducing the consumer not only to use meat extract but to ask for one or the other of these brands. This gave the business leader an insight into the true value of something that he perhaps had regarded as only an exhibition of personal vanity on the part of his competitors. And Armour & Co. became an advertiser.

The religious weekly, for fifty years a favorite advertising medium, had begun to lose its place to the monthly and weekly magazines in the 1890's and at the turn of the century had given way to the new class of mediums. Advertising agencies no longer found it profitable to issue special lists of the religious periodicals. Some of the religious papers, notably the Independent and the Outlook, sensing the change that had come about, became secular weeklies of a literary character.

Newspapers and advertising agencies, whose work was chiefly responsible for the growth of advertising up to this point, now had the assistance of general magazines, which had begun the systematic promotion of new advertising under the progressive leadership of Cyrus H. K. Curtis. Advertising men were having less difficulty in demonstrating to the satisfaction of manufacturers that there were markets for their products they did not know about—opportunities for extension into great untouched fields.

Advertisements in the magazines had been coming forward from the rear of the book and appeared between divisions of the reading matter, much to the advantage of advertisers, though not to the liking of all readers. Big circulations were a fact. The Ladies' Home Journal had 850,000, Munsey's had 700,000, the Delineator 500,000 and the

SITUATION AT BEGINNING OF TWENTIETH CENTURY

Cosmopolitan 300,000. Advertising for circulation had brought about this increase by 1900. Literacy had increased to an extent that brought surprises when the circulation depths really began to be sounded. Important assistance came also from the rapid extension of rural free delivery, the number of routes increasing from 44 in 1897 to 4,000 in 1900 and 25,000 in 1903. Great masses of the "unreached millions" of previous decades were now reading regularly a newspaper or periodical. One result of this was that a larger *percentage* of the total advertising went into publications and a smaller proportion of the whole into outdoor and novelties.

The most important mediums among magazines were the Ladies' Home Journal, Munsey's, Delineator, McCall's, Cosmopolitan, Harper's, Century, Scribner's, Woman's Home Companion, Collier's and McClure's. Harper's and other standard magazines cost \$250 a page for 125,000 circulation, and Munsey's was \$500 a page for 700,000. The back cover of the Ladies' Home Journal, the highest-priced position of the day, was \$4,000 for 850,000 circulation. The Saturday Evening Post, thirty pages in size, had a distribution of 182,000 in 1900 against 2,000 three years earlier, and was systematically advertising for more. Its page rate in 1900 was \$800.

Growth of the newspaper habit among women was proceeding at a fast rate, encouraged by constant effort of the papers to print matter of special interest to them and assisted by the attraction of department-store advertising, which was appearing in page size. In magazines likewise the effort was to interest women, and here photography and wash drawings were important aids. The commercial artist had begun to set the fashions with his drawings for advertisements.

There was a fear that the "trusts" which were then forming in numbers, and providing one of the principal topics of the day, would kill advertising. The thought was that wide control by a single interest would eliminate competition and set up a belief that advertising was unnecessary. This theory, however, gave no consideration to the need for creating new wants, and in other respects also was awry, for the "trusts," instead of having a retarding effect on advertising, became an influence for its development on a large scale. Manufacturing and distribution consolidations operated for broad advertising.

Demonstrated willingness of the public to ask for trade-marked

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articles and the effect that seeing the advertising had on the dealer's receptivity resulted in an interest in advertising even among companies that advertising men were not regarding as prospects. A Milwaukee leather manufacturer wished to expend up to half a million dollars on a campaign that would result in a demand on dealers for shoes made of leather manufactured by him. This task—and the commission on a half million dollars—was declined as impracticable by the agency to which the manufacturer made the proposal. But trade-marked material which the consumer purchased from bolts, including lining, was being successfully advertised, and advertising men were finding ways to mark and advertise successfully articles that had been thought not susceptible of being branded.

Stories of remarkable advertising successes were being told. In the *Saturday Evening Post* in the spring of 1903 Paul Latzke related some instances, and cited the breakfast-food industry as one that had been built in a few years on advertising:

Practically the entire country has felt the stimulus which had its origin here. The farmers throughout the grain-growing belt have been enormously benefited, and naturally, for where one person used a breakfast food a few years ago there are now a hundred. Such an era of grain eating has never been seen in the world. . . . The railroads have benefited and the paper-making industry has fairly jumped. . . . From cereals it has spread to every other line of foodstuffs, from foodstuffs to wearing apparel and everything else used by the people. . . .

The output of a great concern engaged in making soda crackers has been increased thirteen hundred per cent. within a period of three years, and almost entirely this increase has come through the use of printers' ink. The business of a certain shoe manufacturing company has grown one thousand per cent. since it went into the use of printers' ink four years ago. Wearing apparel of all kinds and descriptions is now advertised on the most liberal scale, and the result, according to statistics recently compiled, has been to increase the sales in certain lines all the way from three hundred to eight hundred per cent.

And this has been done without increasing the cost to the consumer or reducing the profits of the manufacturer. On the

CLOSER STUDY OF MEDIUM AND RESULTS AFTER 1900

contrary, it has been the general experience that the retail prices of standard goods have been decreased on the whole, that the quality has been elevated, and that the manufacturer, through his enormously increased sales and the cutting out of the middleman, has made greater profits with less effort than ever before. The most ordinary articles of everyday consumption are being advertised, and almost invariably with success.

This Saturday Evening Post article of 1903 broadcasted also with its half-million circulation the story of an experiment the N. K. Fairbanks Company was induced to make after much solicitation by advertising agents. The soap which the Fairbanks Company was selling through salesmen only was put up under another name and advertised in a group of counties in Illinois. At the end of six months the advertised brand was outselling the old, and after all charges, including advertising, showed a net of \$8,000 over the old soap, which the salesmen had continued to push.

Results were being more definitely traced. The key number and other checking systems were coming into wider use, and the advertiser was getting away from the idea which had prevailed among even the largest users of space in the earlier decade that there was no way of telling what particular kind of publicity was doing the most good, that the thing to do was to use the greatest variety of mediums possible and just "keep everlastingly at it." The advertising manager for Pears' Soap in 1895 had said he had spent millions of dollars for advertising and had never been able to determine that any one medium was more effective than another. Others had the same idea, and the experience of Sapolio stood as an example of successful scattering of the message. From the new and more systematic study of the sources of returns after 1900 came determinate ideas on what was the best medium or group of mediums for the advertising of a given product. Here the new type of advertising agency did important service.

Presentation of a portfolio of advertisements to the dealer (another of the patent-medicine man's contributions to advertising methods) had become a part of the systematic advertiser's procedure and made an impression on the retailer which resulted in a heavy stocking of

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advertised goods and an enthusiasm for them that gave the manufacturer who advertised a decided advantage. In later years, as the dealer became accustomed to this practice and had suffered from overstocking, he demanded more detail as to number of insertions and the distribution of mediums, and these portfolios were made to include information as to the frequency of insertion and total of circulation.

Use of double-page spreads by a few advertisers was placing them far ahead of others. In the 38-page Saturday Evening Post for April 25, 1903, the Victor Talking Machine's center-spread was one fifth of all the advertising in the issue. The large picture of the dog listening to "His Master's Voice" coming from the machine, which occupied most of the two pages, was the most interesting thing in the periodical as it was wherever it appeared at the time of its début. Another advertisement that marked the first years of the century appeared on billboards and in newspapers, where "Wilson—That's all" was informing the interested public that to get a good brand of whisky it was necessary only to say "Wilson," and this widely blazoned catchphrase was being paraphrased everywhere in conversation and print.

Methods showed an advancement that had greatly improved on the "revolution" noted five years earlier. In mechanics the three-color process had succeeded lithographed inserts in the magazines, and the smaller cost of production with this process was encouraging the employment of color pages. Vignetting, high-lighting and other photo-engraver aids to artistic appearance were yet to come, but silhouetting of the half-tone was being done. A strong characteristic of magazine copy was the use of screen backgrounds for white type, which the advance in photo-engraving had brought about as the latest novelty.

Advertising illustrations were still mostly of the single portraiture variety, but photographic pictures showing the product in use were increasing in the magazines, especially in the automobile advertising, which had now begun to show volume. One method here was to crowd the automobile with heavy men, who exhibited further evidence of prosperity with the fat cigars they had in their mouths.

The modern eye finds the physical appearance of advertising in the first decade of the 1900's "quaint." But so was the current architecture of that day, and so were the products of other arts in which understanding and skill were not so common then.

“REASON-WHY” COPY GETS FAVOR OVER OTHER FORMS

In the broader aspect of technique there came at this time a more general recognition of the value of continuity in advertising—of giving certain characteristics to the cast of the advertiser’s announcements and maintaining these through a series so as to tie up each advertisement with those which had preceded it. In the text the idea in this method was to present a single thought in each advertisement until the arguments had been exhausted and then begin all over again. This was called “serial advertising” in 1902.

Simple iteration, repeated often enough, had worked out as persuasion until mere repetition of a bare name by many advertisers rendered this method ineffective. Topical copy, or the weird news fake, had got attention for a decade, but presented little or no reason for buying. The jingle, with its absurdities, a form of iteration copy, likewise as a rule presented no good reason for buying. As these devices gave out, the trend took the direction of true persuasive or “reason-why” copy, and the development of that style of text in its various forms was occupying the copy man’s thoughts as the twentieth century opened.

Direct imitation of the advertising of others was less common than in the 1890’s, when it was unblushing. There was not so much of the kind of emulation which attempted to use a successful biscuit slogan to sell a dress. Good advertising was requiring more than mere attention-getting publicity. A wider appreciation of this was resulting in the development of individual methods and the greater variety of form and appeal in the advertising columns.

An occasional article on the psychology of advertising began to appear in the advertising publications as early as 1895. In 1901-1902 several addresses on the subject were delivered to advertising organizations like the Agate Club in Chicago by professors of psychology. One of the earliest publications on the subject was a pamphlet “On the Psychology of Advertising,” published by Professor Harlow Gale of Minneapolis in 1900. In March, 1901, an advertising periodical, *Publicity*, made this prophecy:

The time is not far away when the advertising writer will find out the inestimable benefits of a knowledge of psychology. The preparation of copy has usually followed the instincts rather than the analytical functions. An advertisement

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has been written to describe the article which it was wished to place before the reader; a bit of cleverness, an attractive cut, or some other catchy device has been used, with the hope that the hit or miss ration could be made as favorable as possible. But the future must needs be full of better methods than these to make advertising advance with the same rapidity as during the latter part of the last century. And this will come through a close knowledge of the psychological composition of the mind. The so-called "students of human nature" will then be called successful psychologists, and the successful advertisers will be likewise termed psychological advertisers. The mere mention of psychological terms—habit, self, conception, discrimination, association, memory, imagination and perception, reason, emotion, instinct and will—should create a flow of new thought that should appeal to every advanced consumer of advertising space.

The word "psychology" as applied to advertising was seen also in the general magazines, as when John Brisben Walker, editor of the *Cosmopolitan Magazine*, in 1902, commented on the attractiveness which the picture of a pretty girl gave to the Kodak advertisements and asked, "What is the psychology of using a pretty face?" Answering his own question, he said:

The humblest that travels and reads will tell you that he is mysteriously inclined to regard the mechanical adjustment of the covered apparatus which hangs at the charming young woman's hip as being of a highly superior order of merit because of the beauty of face and raiment. Certainly no young woman who can dress so cleverly and with such good taste would be guilty of carrying a camera not of the most skillful mechanical construction.

With the appearance of the first of Walter Dill Scott's articles on "The Psychology of Advertising" in the *Atlantic Monthly* in 1903 came an influence for the betterment of copy which had far-reaching results. Professor Scott, later president of Northwestern University, was then an assistant in psychology at that institution. He pointed out various defects which weakened most of the current advertising copy, and called attention particularly to the error of selling the mechanism

ADVERTISING MEN BEGIN TO STUDY PSYCHOLOGY

of an article such as a piano instead of the pleasure it would give the owner.

How many advertisers [asked Professor Scott] describe a piano so vividly that the reader can hear it? How many food products are so described that the reader can taste the food? How many advertisements describe a perfume so that the reader can smell it? How many describe an undergarment so that the reader can feel the pleasant contact with his body? Many advertisers seem never to have thought of this, and make no attempt at such description.

Publication later, in 1903, of the first of Professor Scott's books on psychology in advertising may be set down as the real beginning of the study of appeal as a science by advertising men in general. The advertising craft, which had been using a vocabulary identical with that of the printer, began to develop a vocabulary of its own, in which terms used in psychology figure largely.

While newspapers and periodicals seemed "full of advertising," as they had to the protesting coffee-house owners in London in the eighteenth century, the volume was no burden on the reader. In 1900 the *Saturday Evening Post* had a total of 162,319 lines of advertising for the year as compared with 4,108,509 lines twenty-five years later. Yet the increase of volume in 1900 compared with previous years appeared sensational to the commentators of the time. In *Publications of the American Statistical Association* for December, 1900, was published a table showing that in Harper's, long a favorite with advertisers, the volume of advertising for the one year 1900 was greater than the combined volume for the first twenty-two years of Harper's existence. A writer in the *Review of Reviews* in 1902 found that "in comparison with the situation today there was no magazine advertising in existence fifteen years ago worthy the name." Newspaper advertising had shown an increase that made the sixteen-page paper common.

But while to some it seemed that advertising had reached high altitudes, this was not accepted by those who had given the matter the closest study. Enthusiasm over current volume did not extend to the men whose early estimate of advertising as a business force had been confirmed by the successes of the 1890's. They knew that

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advertising had not yet "begun," and they were impatient under the continued failure of industry as a whole to see what to them was so clear.

The wide general recognition that had been looked for so many years did not come until 1905. In that year the seed that had been planted in previous years produced a crop everywhere all at once. The following editorial in *Printers' Ink*, which appeared May 31, 1905, under the bold-face heading "Manufacturers Are Now Interested In Advertising," recorded this most important development:

Everywhere among manufacturers today there is a widespread interest in advertising—advertising to reach the consumer. This could not have been said a year ago. Then the manufacturing world had an indifference to advertising if it knew anything about it at all, or a profound ignorance of the whole subject. By the term "manufacturing world" is meant the manufacturer as a body, the solid phalanxes of him in New England, Philadelphia, New York, and other manufacturing communities. One finds him there in his native element, and until he has been seen in that native element it is difficult to realize what a gap exists between his factory and the consumer, and how reverently he avoids disturbing traditional trade lines.

But suddenly this manufacturing world has developed an intense, anxious interest in both advertising and the consumer. It is glad to talk plans of advertising and discuss trade-marks with solicitors, where a year ago the latter would have got no hearing. Several influences have created this interest. The work of agency solicitors, for one, and the newspaper advertising of Cyrus Curtis for another. The trade press in every manufacturing field is giving attention to advertising, too. But the prime factor in this new attitude is the success of certain trade-marked goods. The trade-mark has offered a method of disposing of a product so broad, and individual trade-marks have in many instances become so valuable, that all manufacturers are interested, big and little.

They now realize that this is a golden age in trade-marks—a time when almost any maker of a worthy product can lay down the lines of a demand that will not only grow with years beyond anything that has ever been known before but will become in some degree a monopoly. Go into a retail grocery, a retail dry-goods store or any place where the con-

YEAR 1905: THE NEW ERA IN ADVERTISING

sumer purchases. Trade-marked goods will be found in scant proportion to other commodities. Everywhere in trade lines there are opportunities to take the lead in advertising—to replace dozens of mongrel, unknown, unacknowledged makes of a fabric, a dress essential, a food, with a standard trade-marked brand, backed by the national advertising that in itself has come to be a guarantee of worth with the public. In ninety per cent. of all retail trade there is a niche waiting for the manufacturer, and he now begins to realize it. He can get in on the ground floor. This is the golden age.

The editorial made note of the beginning of a new era in advertising, the first year of expansion at a rate that in twenty years increased the annual total in what became the leading weekly from 393,836 lines to 4,108,509 lines and brought the size of metropolitan newspapers from sixteen pages or less to sixty-four pages. The year 1905 was noteworthy also as the time of the magazine's entry as a really serious competitor of the newspaper for advertising patronage.

CHAPTER XLIX

DEVELOPMENT OF THE MAGAZINE

One reason why magazine advertising in important volume dates only from around 1890 is that the first hundred years of magazine publication in the United States were years of many attempts and close to 100 per cent. failure. Of the sixty magazines that appeared before 1800 perhaps a half dozen had some merit. The endeavors of colonial and revolutionary days produced only a miscellany of ponderosity and inanity. The publisher, too busy with printing to find time for writing, or perhaps not well qualified by education, depended on his readers for contributions, and printed almost anything sent him. The magazine of the eighteenth century lived only a few issues. Three years was unusual. Difficulty in obtaining paper was a factor, but lack of reader support was the principal cause of the mortality. As Mr. S. D. N. North put it in one of his census reports in 1880, "The colonists were not a reading people; there was not a good bookshop south of Boston in 1723, when Franklin arrived in Philadelphia."

Benjamin Franklin and John Webbe of Philadelphia, each with a magazine issued in January, 1741, made the beginning. Webbe's periodical was called *The American Magazine*, and was printed by Andrew Bradford. Franklin named his *The General Magazine and Historical Chronicle for All the British Plantations in America*. Webbe's lasted three months and Franklin's six months. Webbe filled his publication with moral essays and legislative proceedings. Franklin did not write much of what appeared in his magazine of imposing name. He relied on foreign news and other reprint from London newspapers and on communications from readers. He published the communications, even though they were insipid, on the theory that every letter used made a permanent reader. Pen names in Latin, the fashion of the period, gave a touch of importance to the most trivial of subjects.

AMERICAN MAGAZINES OF EIGHTEENTH CENTURY

In Boston, the American Magazine and Historical Chronicle, a miscellany of news, politics, romance and poetry, lasted from 1743 to 1746. It was an improvement on the Philadelphia idea. One of greater merit came in 1758 and lived two years. This was the American Magazine, dated at Woodbridge, N. J., but printed by James Parker, owner of the New York Post Boy. It was edited by "Sylvanus Americanus," otherwise Samuel Nevil, former editor of the London Evening Post, and a man of more than good education. He became judge of the New Jersey Supreme Court and speaker of the House of Assembly. Nevil's erudition and labor gave real literary value to this publication, but, like other early attempts, it died of "a deficiency in the number of subscribers to defray the expense of printing."

In New York, the Independent Reflector, 1752-1753, had the literary excellence indicated by the names of its contributors, who included the Reverend Aaron Burr, president of the College of New Jersey, which in later years became Princeton University; General William Alexander ("Lord Stirling"), and William Livingston, first governor of the state of New Jersey. But there were not enough people who appreciated the kind of reading the Reflector supplied, and it lasted only eleven months. Six years later Boston started another, the New England Magazine of Knowledge and Pleasure. Its editor, Benjamin Macom, thought he knew what the public wanted and announced his monthly would contain

Old-fashioned writings and select essays,
Queer Notions, Useful Hints, Extracts from plays;
Relations Wonderful and Psalm and Song,
Good Sense, Wit, Humor, Morals, all ding dong;
Poems and Speeches, Politicks and News,
What some will like and other Some refuse;
Births, Deaths and Dreams, and apparitions, too;
With some Thing suited to each different Geu.
To humor Him and Her, and Me and You.

That sort of potpourri appears to have been the plan of most of the magazines that came and died in the last quarter of the eighteenth century. One was the Pennsylvania Magazine, edited by Thomas Paine, whose "Atlanticus" articles appeared alongside twaddle that

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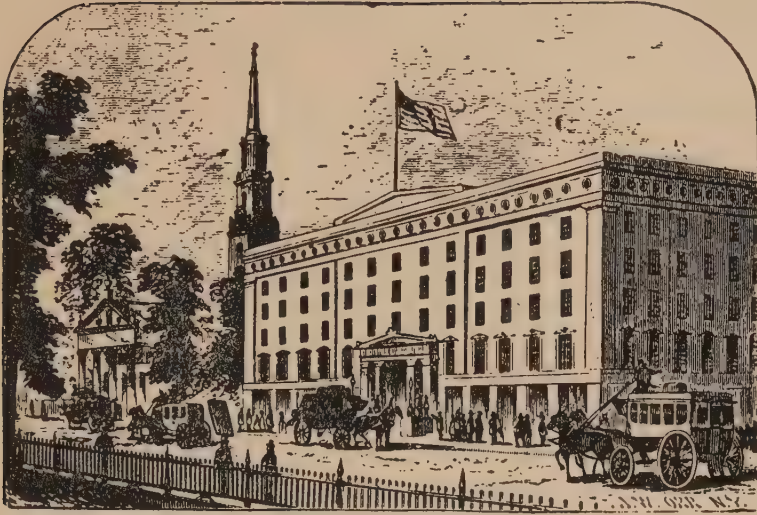
made an incongruous combination. Macom's Magazine lasted five months, others a lesser period. Illiteracy was common, and one copy supplied a good many persons. Listeners at coffee-house readings and borrowers gave only moral support. There was no advertising in these periodicals to help pay expense of paper and printing.

Engravings appeared first in the Massachusetts Magazine, published at Boston from 1789 to 1796 by Isaiah Thomas, noted as a printer and as author of the history of early printing in America. In the following year the New York Magazine and Literary Repository was issued, also with embellishments contributed by the engraver. These two magazines, which lasted each the long term of seven years, were of a somewhat higher literary character than the majority of their predecessors, but followed the style which called for religious essays by "Philobibulous" and contributions of articles and poetry by persons whose profundity even in light subjects was guaranteed by their Latin pen names. It is probable that the comparative success of these two periodicals was due largely to the copperplate portraits of prominent persons and views of noted places and structures which they printed. George Washington, President of the United States, was listed among the prominent men who subscribed to the New York Magazine.

Probably three hundred periodicals of a non-news character were started in the United States in the first thirty years of the nineteenth century. Their character is indicated by a survey of 137, issued from 1815 to 1833, found by a delver in the library of the University of Wisconsin. About half were purely literary, a half dozen were organs of reform—temperance, abolition of slavery and other movements. Another half dozen were devoted to the arts and sciences, and about fifty were religious. Among the periodicals born at this time were the North American Review, founded in 1815, and Youth's Companion, 1827, both of which are still with us in 1928.

This was the period of literary revival, and talent was being purchased. William Cullen Bryant was receiving \$2 apiece for his poems in 1822, and the capable editor of the Atlantic Magazine of New York (not the Atlantic Monthly of later years) was being paid \$10 a week. The Atlantic had Longfellow, Bancroft, Dana, N. P. Willis and Caleb Cushing among its contributors. Later the Southern Literary

ASTOR HOUSE.



CHAS. A. STETSON, Proprietor.

The patrons of this House are respectfully requested to give notice of their intended arrival, that their rooms may be ready for them, especially during the Winter. Every exertion will be made to promote the comfort of guests; the proprietor feeling grateful for the uninterrupted support he has received for twenty-one years. The Hotel is second to none in its system and solid comforts.

Especial Attention to Invalids.

Its situation is most central; cars running from its immediate vicinity throughout the City. Travellers arriving from the East and from the North will find the small cars of the Harlem Railroad an economy and convenience especially at night. They set down their passengers in front of the House.

Water Closets and Bath Rooms on each Floor.

MAGAZINE ADVERTISING IN 1850's

This appeared on the inside front cover of the magazine Democratic Age for February, 1859. (Slightly reduced.)

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Messenger (1835-1864) became prominent under the editorship of Edgar Allan Poe, who received \$10 a week.

Poe also wrote for the *Quarterly Review* and other magazines of the period, and was associate editor in 1839 of Burton's *Gentlemen's Magazine of Philadelphia* (1837-1840). In 1844 he was in New York writing for the *Mirror*, the smart literary and society journal of the day. The *Mirror's* editors were George P. Morris, Theodore S. Fay and Nathaniel P. Willis, among the best-known writers of their time. Morris's "Woodman, Spare That Tree" appeared first in the *Mirror*. An American edition of Bentley's *Miscellany*, of which Charles Eickens was editor for a time, was issued from 1828 to 1842. It made a feature of light fiction.

A magazine of the more intellectual type was the *Knickerbocker*, which lasted through the Civil War, a 120-page 5-by-8-inch monthly of science, history, travel, fiction, poetry, books, music and drama. Selections from a number at random give these titles: "The Wonders of Catalepsy," "Buffalo, Past and Present," and "Babe Dying in Mother's Absence," a poem. The *Knickerbocker* permitted advertising only on the covers, and the advertisements that appeared in it were mainly book announcements. The *Mirror* and the *Knickerbocker* disappeared, but the *Home Journal*, founded in 1846 by George P. Morris and Nathaniel P. Willis as a smart literary and society journal, continues in 1928 as *Town and Country*, a name it assumed in 1901. The 1840's saw the early beginning of success in the publication of periodicals for the top strata of society.

Littell's *Living Age*, a literary magazine, was started in 1844 and, after an existence of eighty-four years, in 1928 appeared in modern size, dress and appearance, with great promise of vigorous prosperity.

The 1840's brought also a class of publications that published the best English literature of the day at ten and twelve and a half cents a copy. They were weeklies. The *New World* and *Brother Jonathan* in New York and the *Nation* in Boston were leading examples. They arranged for early copies of new books from London and treated as news the latest works of Dickens, Bulwer-Lytton, Knowles, and other leading British novelists and playwrights. There was then no international copyright. Dickens's "American Notes" was one of the books thus sold in newspaper form for ten cents before the author-

THE PERIOD OF GODEY'S LADY'S BOOK

ized American publisher had time to get it out. Park Benjamin, who published the *New World*, became known as "The Father of Inexpensive Fiction." These papers attained a wide circulation and had a decided influence for good on the average man's taste for literature and on the character of literary magazines that came after. They advertised their stories in the newspapers, though in nothing like the enterprising way that Robert Bonner introduced later.

Out of the literary revival of the early nineteenth century came also the woman's publication. In England there had been a number of examples of this, notably the *Ladies' Magazine*, published in London from 1749 to 1753, and the *Ladies' Museum* of London, 1798 to 1806. A precursor in the United States was the *Lady's Weekly and Miscellany*, published in New York from 1808 to 1812, which contained mostly fiction. The *Weekly Visitor and Ladies' Museum* of New York, similar to the *Lady's Weekly*, was issued from 1817 to 1819. But the first periodical approaching the modern idea of a publication devoted exclusively to the interests of women was the *Ladies' Magazine*, established in Boston in 1827 by Mrs. Sarah Josepha Hale, which was incorporated in Godey's *Lady's Book* when that publication was started ten years later, Mrs. Hale becoming editor of Godey's and remaining in that position almost up to the time of her death in the 70's. Mrs. Hale wrote the novel "Northwood," books of verse, and several cook books and housekeeping manuals.

Godey's *Lady's Book*, "A Magazine of Belles Lettres, Fashions, Music, etc.," in 5 by 8 size, employed steel engravings, printed in colors, to depict the new fashions. The files of this charming magazine, so amusing to the young woman of 1928, are one of our most interesting records of the modes and manners of those brought up to a strict observance of early Victorian proprieties in America. Mostly perhaps through the colored plates but also because of its literary content, Godey's quickly became a success, and in a few years had several emulators, who also employed steel engravings in color. These inserts pictured the latest modes from Paris and provided patterns in relief for lace-making, patterns for embroideries, tidies and doilies, and examples of tapestries in colors for hangings, chair covers and other decorative uses. Peterson's *Magazine*, which sold at \$1.50 a year as against \$3.00 for Godey's, was the principal competitor. Both at-

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tained large circulations and both lived until 1898. Their advertising, however, was not in the volume that might be expected, owing to limitation on advertisements. Godey's reached 65,000 circulation in the 1850's and more than 100,000 in the '60's. Peterson's had 140,000 in 1869. Demorest's Magazine of New York, edited by Mme Demorest and her husband, also employed steel engravings. This magazine had as much as five pages of advertising in the '60's, though a good deal of it was for Mme Demorest's own shop on Broadway, in which she sold toilet preparations and articles of women's wear bearing her name. In the '80's the steel engravings in Demorest's gave way to lithographs that looked like cigar-box labels, and with the steel engravings went the charm.

When, in 1877, Louis A. Godey retired and gave his magazine over to the management of others, he summed up the character of Godey's Lady's Book in these words:

The editor takes not a little pride in the reflection that not an immoral thought or profane word can be found in his magazine during the whole 571 months of its publication.

In the time of Godey's there were also nonillustrated magazines of the fiction type with titles such as "Family Journal," "Lady's Journal" and "Lady's Companion." Harper's Bazar, A Repository of Fashion, Pleasure and Instruction, appeared in 1868 and was an immediate success. By 1871 it had 80,000 circulation at \$4 a year.

Fifteen years after Godey's Lady's Book had begun to make evident the attraction of pictures the illustrated news weekly arrived and found new proof. The London Illustrated News was nine years old when Gleason's Pictorial Drawing Room Companion made its début in Boston. One reason for American backwardness in this development is found in the scarcity of wood engravers. It is said there were only twenty in the whole country in 1840. Gleason's Pictorial was an 11 by 15 publication. Full-page and half-page woodcuts of such subjects as the sea serpent then agitating the New England coast, and "Customs and Costumes of Japan," gave strong human interest to the early numbers. News pictures of events like Daniel Webster's funeral, reproductions of famous paintings, includ-

Safety! Comfort!! and Elegance!!!

Are ensured by wearing

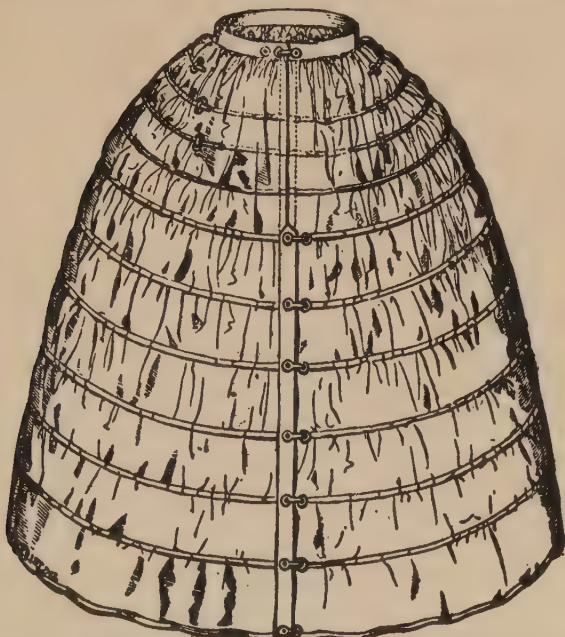
DOUGLAS & SHERWOOD'S

New

MATINEE SKIRT,

WITH THE

Patent Detachable Hoop Fastening and Adjustable Bustle.



SAFETY!! since it effectually obviates the danger arising from entangling the feet, or foreign substances, in the hoops!

COMFORT!! because the muslin skirt can be instantaneously removed from the springs by **PATENT DETACHABLE FASTENINGS**, washed with other garments, and at no greater expense, and replaced on the hoops in a minute!

ELEGANCE!! because the scientific cut of the muslin skirt, and the fine material of which it is composed, give a graceful full to the robe worn over it, and will, in hot weather, enable the wearer to dispense with any intermediate skirt.

The Matinee Skirt

Has 11 hoops, weighs but 10 ounces, is stamped with the Trade mark of Messrs. DOUGLAS & SHERWOOD, and is the best skirt ever introduced to the public, and quite indispensable to every lady who desires to combine in her apparel

SAFETY, COMFORT, AND ELEGANCE!

For sale at all the principal stores in the U. S. and Canada.

IN THE MAGAZINES IN THE 1850's

A page in the February, 1859, number of the Democratic Age, a general magazine published in New York from October, 1858, to February, 1859. (Slightly reduced.)

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ing battle scenes, and portraits of presidents, kings and queens furnished other subjects that appealed to the picture-hungry masses.

Frank Leslie was one of Gleason's engravers. On Thanksgiving Day in 1852 he appeared at P. T. Barnum's home in Bridgeport, Conn., and made a proposal that resulted in the establishment of the *Illustrated News* in New York by Barnum and Beach, with Leslie as managing foreman. The *Illustrated News* had attained a circulation of 70,000 when Gleason absorbed it a year later. Frank Leslie then became his own publisher and eventually issued, besides Leslie's Weekly, a group of weekly and monthly publications which together at one time had a circulation close to a million. Leslie's Weekly was merged with *Judge* in 1922. Up to the close of the nineteenth century it was one of the leading advertising mediums.

Harper's Weekly, a *Journal of Civilization*, was intended to be a literary weekly when it was born in 1857, but very soon was transformed into a news-picture periodical. Early in the Civil War Harper's Weekly sent Thomas Nast to draw scenes at the front. Untimely talk about peace in 1862 brought from him a forceful cartoon which started Harper's Weekly toward being a power in the land. Nast's cartoons, more than anything else, smashed the Tweed Ring. The Tammany tiger, the elephant and the donkey as party symbols originated with Nast. Through the presidential campaigns of three decades Nast's mighty pictorial representations were thorns in the side of the party that Harper's Weekly opposed. This prestige helped make Harper's Weekly a leading advertising medium.

Harper's Weekly and Leslie's Weekly received in the '60's the class of advertising which later went into the standard monthlies, like the *Century*. They were an important influence for the upbuilding of national advertising. The illustrated weeklies finally succumbed to the daily newspaper photographer, whose fast work made their pictures stale, and to the commonplaceness of good illustrations in all types of publications. Harper's Weekly was swallowed by the *Independent* in 1916.

From the religious revival which coincided with the literary revival early in the nineteenth century came another important influence—the religious periodical.

IMPORTANCE OF RELIGIOUS PERIODICALS OF 1870'S

This class of publication originated with the Churchman's Monthly Magazine at Hartford, Conn., in 1804, the first religious periodical in the world. From it is descended the Churchman of New York. In 1814 appeared the Recorder in Cincinnati, and in 1816 the Recorder published at Boston. The Boston publication was founded by Nathaniel Willis (father of Nathaniel P. Willis, and founder also of the Youth's Companion) and Sidney Edwards Morse. The Boston Recorder later became a part of the Congregationalist.

By 1825 there had appeared several score weekly and monthly publications that made religion the principal subject matter but paid attention also to politics. They usually had the form of newspapers and were printed on newsprint. Some of the weeklies, like the Independent of New York, founded in 1848, were nine-column "blankets." By 1850 their number had increased to nearly 200, and when the advertising agency began to figure the "religious list" became a distinct group.

There were 400 religious periodicals in 1870, with a total circulation of nearly 5,000,000 per issue. They were receiving a very large percentage of the general advertising. One of the leaders was averaging three pages of business in an eight-page paper. This was made up of hundreds of advertisements ranging from a half inch to a half column. A sample issue included among others a half inch for Dr. Lyon's Tooth Powder, an inch for B. T. Babbitt's Soap, two inches for Tiffany & Co., five inches for Gorham Manufacturing Company, ten inches for the Great American Tea Company, more than a dozen three- to ten-inch financial statements for life-insurance companies, three inches for the Elgin Watch, two inches for F. W. Devoe & Co., and various-sized announcements for pianos, mowing machines, bankers and brokers, department stores, books, schools, magazines, clothing. In the leading religious papers the insurance companies made the heaviest single group.

Among the hundreds of religious papers were some that actually confined themselves to religious subjects. There were a few that censored their advertising and refused most of the patent-medicine copy. But a majority of the religious periodicals of the nineteenth century sought and accepted patent-medicine advertising, and in many it was their main financial support. Competition was keen, and

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in quarrels between the papers readers were treated to examples of robust language. On its thirtieth anniversary one of the leaders in this class printed a cartoon showing many notables gathered and toasting the paper with ice water, while its nearest rival, represented by an alley dog, was slinking about looking for crumbs on the floor. Journalistic rivalry had this form of expression at the time.

Political discussion was ever rife and was conducted in language as militant as could be found in any secular paper. Besides politics, attention was paid to art and other cultural subjects in addition to the regular departments that came under the headings "Current Religious News," "Sunday Schools," "Missionary News" and "Religious Notes," and special articles such as "The Bible in the Public Schools" and "The Right of Conscience," "God Is Love," "Physical Religion."

Use of religious lists gave many advertisers their first experience in national work. Even more important perhaps to the advancement of advertising was the experience gained by advertising agencies that devoted themselves mainly to these lists. Their work here led to a specialization in general magazines and encouragement to the establishment of monthlies and weeklies of national circulation. According to George P. Rowell, the N. W. Ayer & Son agency was formed on capital acquired in soliciting advertising for a group of religious periodicals. W. J. Carlton and George Batten, whose agency became a leading one, were specialists in religious groups in the 1860's. Carlton was the first agent to make up a list of general magazines. As told elsewhere, J. Walter Thompson, to whom among advertising agents most credit is given for the development of national mediums, became a specialist in the general magazine field in the 1870's on the judgment he had formed as a result of work with the religious papers. The advertising in the religious periodical of 1840 to 1890 was thus the harbinger of national magazine advertising.

In the middle of the religious-paper era the advertiser found few general magazines outside the illustrated weeklies. The leading "literary" periodical of the 1850's and '60's from the advertiser's point of view was the Waverly Magazine of Boston (1852-1904), which sold for ten cents, was made up of fiction and special articles

LIMIT ON NUMBER OF ADVERTISEMENTS IN 1870'S

with a popular appeal, and had about 40,000 circulation in the '60's, with a rate of \$1.00 per agate line. Every Saturday, another Boston weekly "journal of choice reading," came in 1866, and for a half-dozen years was popular with advertisers, its volume running to two and three pages of small advertisements in 1870. The *Galaxy of Boston*, a 5 by 8 inch monthly "magazine of entertaining reading" (1866-1878) was one of those that did not take advertising. Special articles such as "Private Picture Collections in Cincinnati," biography, travel, fiction, poetry, music and drama and book reviews made up its content. In New York, in 1872, came the *Arcadian*, an 8 by 12-inch weekly, which, like the *Galaxy*, ran fiction, poetry, comment, humor, book reviews, music and drama critiques. During the three years of its life the *Arcadian* made an effort to develop advertising. It had as much as four pages in a 12-page book in 1874. The front page was covered with small announcements, and there was considerable advertising of New York stores and theaters.

Bonner's New York *Ledger* was prominent at this time, but, as told elsewhere in this volume, the *Ledger's* contribution to the advancement of advertising was in enterprise displayed in making the public familiar with the contents of the *Ledger*. At the height of its popularity, when it had 400,000 circulation, the *Ledger* would not accept advertisements. Other "story papers," which came in numbers following Bonner's success, were open to advertisements, however, and became the mail-order mediums.

Belief that absence of advertisements gave a publication a better standing was not confined to the intellectual reviews like the *North American* and the quarterlies, but extended to a number of periodicals of lesser pretension. Some that accepted advertisements restricted the number, as Godey's and Peterson's among the women's magazines, the *Youth's Companion* and the Harper publications. By 1870 the *Youth's Companion*, which began as a Sunday-school paper in 1827, had in advertising lists been transferred to the general magazine class. *Youth's Companion* in 1874 had a rate of seventy cents an agate line for 125,000 circulation, and made the point that "advertising is limited to four columns"—so few they were sure to be seen. Harper's *Weekly* had a rate of \$2.00 per line for 150,000 circulation and, like *Youth's Companion*, placed a limit on advertisements so that "promi-

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nence might be given to each." Harper's Bazar, which received \$1.00 per agate line for 80,000 circulation, also limited the quantity of advertising. Thus, at a time when volume was so small that advertising was practically nil from the modern point of view, advertisers already were concerned about visibility. Advertisements did not then have the physical attractiveness which later helped overcome the competition of volume.

To distinguish the true magazine weekly from the religious weeklies and the weeklies issued by newspapers, agencies made up lists of what they called "high-cost weeklies." According to one such list issued by N. W. Ayer & Son, the principal mediums in this class in 1874 were:

	<i>Circulation</i>
Literary Companion, Augusta, Me.	125,000
Every Saturday, Boston	12,000
Home Circle, Boston	30,000
Waverly Magazine, Boston	45,000
Youth's Companion, Boston	125,000
Appleton's Journal, New York	25,000
Leslie's Chimney Corner, New York	70,000
Fireside Companion, New York	125,000
Frank Leslie's Illustrated, New York	82,000
Frank Leslie's Lady's Journal, New York	37,000
Harper's Bazar, New York	85,000
Harper's Weekly, New York	150,000
Hearth and Home, New York	40,000
Saturday Evening Post, Philadelphia	30,000
Saturday Night, Philadelphia	200,000
Fireside Friend, Chicago	100,000

It was about this time that magazine publishers discovered that fiction with realism and plenty of action had more circulation value than that with the prim sentiment that had so long been the refined and conventional thing. A profusion of exciting climaxes in a story grew in favor, and publications that were unwilling to adapt themselves to the more popular style, or doubtful of its permanence, waned and died. The Saturday Evening Post of Philadelphia, shown in the above list as having 30,000 circulation in 1874, had gradually sunk to 2,000 when Cyrus H. K. Curtis acquired it twenty-three years later.

The agricultural periodical had begun to figure in advertising by the middle of the century, after a slow growth. Between the establish-

E. WALKER & SONS,
114 FULTON STREET,
NEW YORK.
BOOKBINDERS.

All work executed with promptness, and in as good style, and at as low prices, as at any other establishment. Special attention given to the binding of HARPER'S MAGAZINE and WEEKLY.

GROVER & BAKER'S

CELEBRATED

FAMILY SEWING MACHINES,

495 BROADWAY, NEW YORK,

19 SUMMER STREET, BOSTON,

730 CHESTNUT STREET, PHILADELPHIA.

☞ These Machines are justly admitted to be the

best in the market for family sewing.

PRIVATE INSTITUTION for IMBECILES, and all that class of children, whose mental peculiarities prevent their education under the common modes of instruction.

The Institution has now been in operation ten years, and merits the attention of all persons interested in the welfare of this class of unfortunates. Address
GEO. BROWN, M.D., Superintendent, Barre, Mass.

SINGER'S SEWING MACHINES.

For all manufacturing purposes SINGER'S SEWING MACHINES are deemed indispensable. The public insist upon having their clothing, &c., made by them. SINGER'S FAMILY SEWING MACHINE is the latest presented for competition, and being arranged with full knowledge of the defects of other machines for similar uses, has avoided or remedied them all. It is the hand-somest Sewing Machine ever made, and the easiest to learn to operate. Using one of these machines is an elegant amusement. Price \$100, with iron table complete. I. M. SINGER & CO., No. 453 Broadway, New York.

E. F.

WOODWARD'S

PATENT

PREMIUM

COLUMBIAN

SKIRT

EXTENDERS

possess more good qualities than any other known Skirt Spring in the World, for which the highest *Premium* was awarded by the American Institute. They impart *Health, Ease, Grace, Beauty*, are very *compressible, Expansive* (every way) *liable, Durable*, and *Reliable*, and also *Invaluable* for little Misses' Skirts, as they prevent any inelegant displacement of their attire, and may be had at all the leading Notion and Dry Goods Houses in the City, and throughout the Union, also at the Manufactory, 196 Fulton Street, New York.

These Skirts and Extenders are on Exhibition for a short time at No. 337 Broadway.

HUNT, WEBSTER & CO'S

IMPROVED TIGHT-STITCH

UP THE MEDITERRANEAN.

PLEASURE VOYAGE.

By Steamer "ERICSSON."

A. B. LOWELL, Commander.

The ERICSSON will leave NEW YORK on SATURDAY, May 1st, at 1 o'clock, P.M., on the above voyage, stopping at Gibraltar 1 day; Malta 2 days; Alexandria 8 days; Jaffa (for Jerusalem) 15 days; Constantinople 6 days; Athens 3 days; Naples 5 days; Marseilles 4 days. An experienced traveler will accompany the ship and make arrangements for the land travel. Those who intend to go, but have not yet paid, should take passage immediately; for, unless 100 berths be paid for prior to April 15, the ship will be placed on another route.

Full steamer fare for the voyage.....\$750

No berth secured till paid for.

For further particulars, apply to

DUNHAM & CO.,
13 William Street, New York.

BURNETT'S COCOAINE.

☞ A compound of Coconut Oil, &c., for dressing the Hair. For efficacy and agreeableness, it is without a rival.

It prevents the hair from falling off.

It promotes its healthy and vigorous growth.

It is not greasy or sticky.

It leaves no disagreeable odor.

It softens the hair when hard and dry.

It soothes the irritated scalp skin.

It affords the richest luster.

It remains longest in effect.

It costs fifty cents for a half pint bottle.

A single application renders the hair (no matter how stiff and dry) soft and glossy for several days. It is conceded by all who have used it to be *the best and cheapest Hair Dressing in the World*. Prepared by JOSEPH BURNETT & CO., Boston. For sale by all druggists.

KISS-ME-QUICK. Exquisite Perfume, distilled from fragrant Tulips.

E. DUPUY, Druggist and Importer, 609 Broadway.

SANDS' SARSAPARILLA.

This old standard medicine, the original and genuine article, continues to be the popular remedy for purifying the blood, for the cure of scrofula and all ulcerous and eruptive diseases. At this season of the year its influence is most salutary.

Prepared and sold by A. B. & D. SANDS, Druggists, No. 100 Fulton Street, New York.

"Death to all Vermin!"

"Death to all Vermin!"

"Death to all Vermin!"

"Death to all Vermin!"

"COSTAR'S" Rat, Roach, &c., EXTERMINATOR,

"COSTAR'S" Bed-bug EXTERMINATOR,

TYPOGRAPHY IN EARLY MAGAZINE ADVERTISING

(From Harper's Weekly for April 17, 1858. Exact size.)

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ment of the first of these journals, the *American Farmer*, at Baltimore in 1818, and founding of the *American Agriculturist* in 1842, only a half dozen or so had appeared. In 1850 the combined circulation of the dozen then published was estimated at 25,000. As the professed farm paper became less a budget for miscellany and more a source of information on problems of the farm its circulation increased. Development of *American Agriculturist* brought that publication up rapidly, and by the late '60's this leader had 100,000 circulation, three times the distribution of its nearest rival. *American Agriculturist* early obtained a reader confidence which made it particularly valuable to advertisers. It is said to have been the first paper to guarantee its advertisements. Total circulation of the ninety-three publications listed as "agricultural" in 1870 was estimated at 770,000, or about half as much as one leading farm publication has in 1928. A careful checking of the 1870 list reduced the number of true agricultural papers to fifty-six, for a number chose to be classed as agricultural which were miscellany, indicating an appreciation of the value of farm circulation but a difference of judgment as to what the farmer wanted in his reading.

An agricultural list issued by N. W. Ayer & Son in 1874 contained fifty-seven names. The *American Agriculturist* led with 100,000 circulation. The *American Stock Journal* of Parkersburg, Pa., and the *Rural New Yorker* were credited each with 40,000; the *Western Rural* of Chicago was given 35,000, and the *Prairie Farmer* of Chicago 30,000. Others ranged from 20,000 down to 1,500. Of journals prominent in 1928 the 1874 list contained the *Michigan Farmer*, the *Ohio Farmer* and the *New England Homestead*, which respectively had circulations of 4,500, 5,000 and 6,500. *Farm Journal* of Philadelphia and *Farm & Fireside* of Springfield, Ohio, were founded three years later, the former by John Wanamaker, and the latter by J. S. Crowell and T. J. Kirkpatrick. *Farm & Fireside* soon was running five and six pages of small advertisements in a thirty-eight-page paper.

In the 1870's the farm papers were instrumental in starting the development of the mail-order business. Much of their advertising was of the one-inch and half-inch mail-order and agents-wanted variety. Farm tools and seeds formed important groups. Patent medicines were, of course, prominent, as they were in nearly all publications.

BUSINESS PERIODICAL A SLOW GROWTH

With the great growth of the mail-order business in the '80's farm papers also developed fast, in both number and circulation, and the agricultural list took its place alongside the religious papers as a group for national coverage.

Rapid extension in all directions in the '90's included the agricultural papers, and when postal delivery was given the rural districts at the end of that decade the farm paper of huge circulation loomed into sight. While papers of all classes have increased 400 per cent. between 1870 and 1928 the number of farm papers has increased 800 per cent. At this writing agricultural papers have an aggregate circulation of about 18,000,000 per issue, as against less than 500,000 in 1870. The growth shown in these figures is an index to the development of sales to the farmer, in which the agricultural paper has been a chief influence.

Likewise in the 1890's, the business periodical entered a stage of development in which its usefulness made it more essential to the subscriber. The business periodical was a slow growth. Previous to 1831 there was no periodical devoted to a specific industry or a single trade. In that year, three years after construction of the first railroad, the American Railroad Journal was issued. It still lives in 1928, under the title of Railway Mechanical Engineer. Two years after the railroad journal came the United States Economist and Dry Goods Reporter, later the Dry Goods Economist. In 1855 a manufacturers' agent at Middletown, N. Y., John Williams, issued as a house organ the Hardware Man's Newspaper, from which grew Iron Age and Hardware Age. John Williams's son David was the printer of his father's organ and for fifty years was the publisher of Iron Age and Hardware Age.

Like the Shoe and Leather Reporter, established by Frank Norcross in 1859, many of the early business periodicals were founded by newspaper reporters who saw opportunity in the growth of industry. Combination of writing ability with technical knowledge of the business to be served was, however, not common, and in the first forty years of its existence the industrial or business periodical was of little value to advertising. An effort was made to get the news of changes in the trade, the formation of new companies, and similar items which required no technical knowledge to gather and present, but of in-

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formation on problems of manufacture and distribution there was little or none. Even when this class of periodical began to multiply fast in the industrial expansion after the Civil War the content appeared to be based on an assumption that the manufacturer or dealer took the publication as a home journal for his family. Fiction, poetry and general articles, mostly borrowed, filled a large proportion of the space. Circulation of only a few hundred, and advertising at any rate obtainable, gave the publisher expense worries which perhaps left him no time to think about the problems of the industry he was serving.

One of the exceptions to this common failure of the early technical publications to fit content closely to title was the *Scientific American*, founded in 1842 as a house organ for Munn & Co., patent agents. The *Scientific American* profited both by the general interest in inventing and the substantial worth of its content to the manufacturer, and at once became the leading publication of a technical character.

The advertising agent of the 1880's paid but little attention to the industrial publications. What was probably the first agency list of such periodicals appeared in the middle '70's "for the special attention of manufacturers, inventors, proprietors of patent rights and others desiring to reach those interested in mechanical, manufacturing and scientific pursuits." Forty-one publications were named, led by the *Scientific American*, and the quotation above made up the sole effort to sell them. Judging by the wording, the writer of it had the *Scientific American* in mind as the kind of publication that made the greatest appeal to industry. *Scientific American* had a circulation of 42,000. Others listed were: *American Artisan*, 11,500; *Engineering and Mining Journal*, 8,000; *Iron Age*, 5,000; *United States Economist and Dry Goods Reporter*, 3,000; *American Railroad Journal*, 2,500; *Shoe & Leather Reporter*, 1,500. Circulation figures for trade papers of that day doubtless were no more accurate than were those of the religious press and newspapers.

Between the period of general miscellany and the coming of the later-day technical article in the business paper was the era of news contributions from advertisers. In the '80's the chief characteristic of news content was the puff. There is no doubt that this inducement made advertisers of many manufacturers. Finding that publicity was

IMPORTANCE OF THE BUSINESS PERIODICAL

useful they advertised more and began to use larger space and to inform the trade on details of items from their catalogs with illustrations. In the '80's and '90's this more serious form of advertising had reached proportions which encouraged a great increase in the number of publications and the entrance of greater capital and more specialized talent. This resulted in presentations to prospects which brought many recruits to systematic publicity from among manufacturers who had never placed reliance on advertising as a selling aid.

Thus the business periodical became a creator of advertisers, a rôle its predecessor, the commercial newspaper, also played. Newspapers of the eighteenth century that catered to the commercial interests were chiefly responsible for the development of newspaper advertising in its earliest days. And during the first half of the nineteenth century, when general newspapers insisted on agate type and put other restrictions on advertisers, it was papers of the class of the New York Journal of Commerce that were liberal, encouraged display, and gave advertisers a freedom which made for progress in methods and in returns.

In character of content the modern industrial and business periodical, with its able articles on every phase of financing, production and distribution, and a quotation service indispensable to the industry or trade it serves, is the growth of little more than thirty-five years. With that type of business periodical, and the circulation and influence it obtained, came a new and greater usefulness to advertising advancement, forming a contribution to the common good which was recognized by award of the 1927 Bok medal for distinguished service to advertising to James H. McGraw, publisher of the most important group of business periodicals and a leader since 1888 in the development of this field.

CHAPTER L

WIDE INFLUENCE OF MODERN MAGAZINE ON DEVELOPMENT

Our modern high-class monthly magazine, the influence of which on advertising development dates from the 1870's, began as a house organ for book-publishing houses. The first was Harper's Magazine, founded in 1850; the second Putnam's, which followed in 1853 and lived until 1870, to be reborn later for another but briefer term of life. In 1857 came the Atlantic Monthly.

If the periodicals of this type did not immediately start to contribute directly to advertising advancement, they did very soon begin to provide a literature that made the magazine an essential in the intellectual life of the nation and thus to create a medium for the advertising volume that was to come.

Harper's Magazine, established mainly for the purpose of giving publicity to Harper books, filled many of its two narrow columns in the '50's with reprint from British periodicals, but as early as 1850 some of Donald H. Mitchell's "Reveries of a Bachelor" appeared in its pages, and in 1853 it was publishing Thackeray's "Newcomes" as a serial. Presently Dickens was represented by "Bleak House" and "Our Mutual Friend." These were the earliest of a long list of now famous works to appear first in Harper's Magazine as serials. Mark Twain, whose name is intertwined with that of Harper, began writing for Harper's Magazine in 1866. Into the Atlantic Monthly there came in the first decade of its life the writings of Emerson, Lowell, Longfellow, Whittier, Oliver Wendell Holmes (it was his "Autocrat of the Breakfast Table" as a serial in the Atlantic that first gave him fame), Julia Ward Howe and Henry James. As editor for the first five years the Atlantic had James Russell Lowell.

Enterprise of the new monthlies proved too much for the Knickerbocker, which for a quarter of a century had been occupying the field

THE MASON & HAMLIN ORGANS,

THE
ACKNOWLEDGED STANDARD OF EXCELLENCE
among instruments of the class,

At Prices of Inferior Work.

New Inventions, New Styles, Greatly Reduced Prices; A First-Class Organ for \$50; Lowest Prices Printed and alike to all; New Illustrated Catalogue free to every applicant.

The MASON & HAMLIN ORGAN CO., winners of the Paris Exposition Medal, and seventy-five other highest premiums for superiority, respectfully announce:

1. The introduction in several styles of their organs of a new invention which is likely to prove the most popular improvement ever introduced in instruments of this class. It is the MASON & HAMLIN IMPROVED VOX HUMANA, and excels every previous attachment to such instruments in the novelty, variety, and beauty of its effects, the ease with which it is used, and its freedom from liability to get out of order.

2. The introduction of new styles of organs, with important improvements, including new and elegant designs in cases.

3. A Material Reduction in Prices, and rigid adherence to the policy of printing their lowest prices, which are therefore alike to all, and subject to no discount. This secures to every purchaser the lowest price.

The Company's perfected machinery and accumulated facilities enable them to offer their well-known organs at prices as low or even less than those demanded for inferior work.

FOUR-OCTAVE ORGAN, Solid Black-Walnut Case (Style No. 1)..... \$50

FIVE-OCTAVE DOUBLE-REED ORGAN, FIVE STOPS, with TREMULANT and PATENTED IMPROVEMENTS, Solid Black-Walnut Case, Carved and Paneled (Style C)..... \$125

FIVE-OCTAVE DOUBLE-REED CABINET ORGAN, FIVE STOPS, with the NEW VOX HUMANA, Solid Walnut Case, Carved and Paneled (New Style, No. 21)—the finest Organ of its size which can be made..... \$170

Many other styles at proportionate prices. Send for the New Catalogue and Descriptive Circular.

Address

THE MASON & HAMLIN ORGAN CO.,

154 Tremont Street, Boston, or 596 Broadway, New York.



VELOCIPEDES.

WOOD BROTHERS,

596 Broadway, New York,

Manufacturers of fine Pleasure Carriages, are now prepared to receive orders for the celebrated

PARISIAN VELOCIPEDES,

of their own manufacture, which for durability and beauty of finish are not equaled.

IMPROVED ALUMINIUM BRONZE HUNTING-CASED WATCHES.

\$500.



I will cheerfully give the above amount to any one who can surpass my imitation of Gold Watches. Description of metal and goods sent free on demand.

Prices, from \$16 to \$22.

They are sent C.O.D., with charges. Address JULES D. HUGUENIN VUILLEMIN, No. 44 Nassau Street, N. Y.

Call and examine for yourselves.

DEMOREST'S DIAMOND SOUVENIR.

A miniature Bijou and Gem of a Book, Bound in Gilt. Containing 100 pages of Poetry, Fun, Useful Receipts, Music, and other Entertaining Literary Items, all in Diamond type. Price 3 cts.; 30 cts. per Dozen; \$2 per 100. Mailed free on receipt of price. 838 Broadway, N. Y.

Do not fail to procure a copy.

\$10 Address O.R. Briggs & Co., cor. Wil-

liam & Liberty Sts., N. Y., or 126 Clark St., Chicago.

JOSEPH GILLOTT'S

CELEBRATED

STEEL PENS.

Sold by all dealers throughout the world.

Every Packet bears the Fac-Simile of his Signature,

Joseph Gillott

MANUFACTURER'S WAREHOUSE, 91 JOHN STREET, NEW YORK.

JOSEPH GILLOTT & SONS.

A PAGE OF ADVERTISING IN HARPER'S MAGAZINE IN 1869

(Slightly reduced.)

THE HISTORY AND DEVELOPMENT OF ADVERTISING

they invaded, and in 1865 the Knickerbocker succumbed. Among the permanent literature first given to the world through its columns is Longfellow's "Psalm of Life," in 1838.

For fourteen years after its establishment Harper's Magazine refused advertising, the first advertisement other than those for Harper's books appearing in the number for July, 1864. The Atlantic had begun to take advertisements in February, 1860. Atlantic, therefore, was first among the aloof class of magazines to see the advantage that advertising income might give a publication in the bidding for literary matter and the encouragement of writing.

It was, however, a hesitant recognition, for even after the Atlantic and Harper's had consented to take advertising, these periodicals hardly showed it. From five to twenty small advertisements a month, occupying two or three pages, was the monthly volume in Harper's Magazine in 1864-5-6. A third of this was the better class of medical advertising and the remainder house furnishings, pianos, financial, silverware and women's wear. In the '70's Harper's refused the offer of a sewing machine company to pay \$18,000 for the back page for a year. The house of Harper wanted that position for its book announcements. It was not until 1885 that Harper's Magazine began to have ten pages of advertising with regularity.

To Scribner's Monthly (later the Century) and its founders, and particularly to Roswell Smith, goes credit for the eventual breaking away from the disinclination of the high-class literary periodical to make an active canvass for advertisements.

Roswell Smith was an Indiana lawyer with some experience in the publication and sale of books. Dr. J. G. Holland, who had been a country physician, and later associate editor of the Springfield, Mass., Republican, was already well known as an author when he and Roswell Smith met in Europe in 1869. Dr. Holland had very definite ideas about a magazine he wanted to publish and was seeking a capable man for partner. When, after many talks on the subject, Roswell Smith asked if he would do, the decision was made. On their return home the house of Scribner agreed to publish the magazine as "Scribner's Monthly." In the corporation that was formed in 1870 Charles Scribner and his associates received a four-tenths interest and Dr. Holland and Roswell Smith each three tenths. Dr. Holland became



AUTOMATIC EYE-GLASS HOLDER

Winds up Cord Itself

"A" shows position of glasses reeled up. No breaking of glasses; very handy; thousands of them are in use. By mail 25c. The trade supplied.

KETCHUM & McDOUGALL, Mfrs.

4 Liberty Place, N. Y.



Our SEED CATALOGUE will be sent to all who apply, inclosing a stamp for postage. This Catalogue contains a select list of **FLOWER SEEDS**, also a complete list of all the valuable **VEGETABLE AND FIELD SEEDS AND GRASSES.**

R. H. ALLEN & CO., 189 & 191 Water Street, New-York.



DYSPEPSIA

Is the costly price we pay for luxuries. All civilized nations suffer from it, more or less, but none so much as the people of the United States. It is here, in the new world, that the disease has become domesticated, and we, as a people, have threatened to monopolize its miseries. Let us check its further progress by the use of TARRANT'S SELTZER APERIENT.

SOLD BY ALL DRUGGISTS.

COLGATE & CO'S VIOLET TOILET WATER.

STAMMERING cured by Bates' Patent Scientific Appliances. For descriptive Pamphlet, address Simpson & Co., Box 5676, N. Y.

\$57 60 Agents' Profits per Week.—Will prove it or forfeit \$500. New articles are just patented. Samples sent free to all. Address
W. H. CHIDESTER, 218 Fulton Street, N. Y.

EMPLOYMENT FOR ALL, male and female. Newly patented novelties that sell at sight. G. L. Felton & Co., 119 Nassau St., N. Y.

Self-Propel-
For Cripples
Can be easily
in or out doors,
ing the use of
State your
stamp for illus-
trations of differ-
prices.
Please mention
this paper.



ling Chairs
and Invalids.
propelled, either
by anyone hav-
ing hands.
weight, and send
trated cata-
ent styles and
S. A. SMITH,
No. 32 Platt St.
N. Y. City.

PERRY & CO'S CELEBRATED

"U" Pen.

SUPERIOR TO ANY IN THE MARKET.

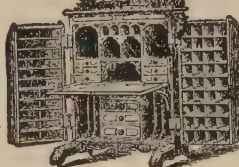
PERRY & CO., 112 & 114 William St., New-York.



The Autumn No. of Vick's Floral Guide, containing descriptions of Hyacinths, Tulips, Lilies, and all bulbs and seeds for Fall Planting in the Garden, and for Winter Flowers in the House—just published and sent free to all. Address
JAMES VICK, Rochester, N. Y.

CABINET OFFICE SECRETARY.

THE MOST COMPLETE



AND
Convenient Business
Desk Made.
INQUIRIES
Promptly Answered.
N. Y. Agency,
JOHN R. ANDERSON & CO.,
262 Broadway.

WOOTON DESK CO., INDIANAPOLIS.

SMOKE VANITY FAIR.

WM. S. KIMBALL & CO., Rochester, N. Y. Peerless Tobacco Works. Manufacture the best Plain and Sweet Fine Cut brands in America. The only Fine Cut brands receiving the Vienna Award, 1873. One-Pound cans of either kind by mail on receipt of \$1.50.

For Meerschaum and Cigarettes. Does not bite the tongue. Highest Award, Vienna, 1873. Circulars free. Samples 20c.

TYPOGRAPHY IN SCRIBNER'S MONTHLY IN 1876

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the editor and Roswell Smith the business manager. Dr. Holland held up his end by making Richard Watson Gilder associate editor, and by inducing General Grant to write his memoirs and later, Nicolay and Hay to write the *Life of Lincoln* to run serially in the magazine, two publishing triumphs that were followed by many more.

Roswell Smith in choosing a certain printer of blank books, Theodore De Vinne, to do the printing gave the new monthly a typographic appearance excelling anything then current, and in engaging Alexander W. Drake as art manager selected the man who was to discover a way to transfer a photographic impression to a wooden block, thus vastly improving the quality of woodcut reproduction. Scribner's Monthly became at once the standard for typographic beauty and artistic illustration.

Through the advertising department Roswell Smith set about to obtain funds for such expenditures as the \$50,000 which in the 1880's enabled Nicolay and Hay to devote their time to writing the life of the great American whom as secretaries they had known so intimately, and the sum paid earlier for the military story of the Civil War written by the man who knew most about it.

Soon after the first number was published Roswell Smith advertised to advertisers:

The Publishers of Scribner's Monthly will insert in each number of the magazine certain pages devoted to advertisements of a character likely to interest magazine readers. These will not increase the postage, while they will add materially to the ability of the publishers to render their magazine readable and attractive. The press of advertisements upon our first number shows how quickly the claims of the new monthly upon the business public are recognized. Our edition will be very large, and it will have a national circulation. It is now well understood that a first-class popular magazine furnishes to all men who seek a national market the very best medium for advertising that exists. It is both widely distributed to the prosperous and intelligent classes of society, and carefully read and preserved.

"They [advertisements] will add materially to the ability of the publishers to render the magazine readable and attractive." There

CENTURY MAGAZINE OVERTURNS TRADITIONS

was nothing to Roswell Smith's announcement about advertising being "limited in quantity." He proposed to get all he could. The more he got the better the editorial matter would be.

The Century ("Scribner's Monthly" until 1881) was one of the periodicals read by the higher type of business man—by the banker and the director and the president of the larger manufacturing corporation—and the regard shown for advertising in the '70's and '80's by this magazine, which had the esteem of leaders in every field of endeavor, helped give commercial publicity dignity at a time when it sorely needed it. It was in the Century that John E. Powers inserted his first advertisement for clients in the '80's and in the Century that this "father of modern advertising" soon thereafter placed the first advertisements of the Murphy Varnish Company and the Vacuum Oil Company, which up to that time had not believed theirs were products that could be benefited by advertising.

Full-page space in periodicals made its earliest appearance in the Century and then in Harper's. For the enlargement in size of advertisements which came with the general awakening in the '90's a good deal of credit is due the Century and Harper's which, first with book announcements and then with the advertising of others, were the first to demonstrate that large space was good business and not an extravagance.

Moderate rates was one factor in the Century's early success as an advertising medium. The Harper's Magazine rate in 1870, when the Century was founded as "Scribner's Monthly," was \$500 for an ordinary page and \$1,000 for next to reading or facing back cover, one reason why advertisers did not clamor for space in Harper's, although it had a circulation of about 130,000 and that among the most well-to-do people. Scribner's Monthly announced a rate of \$100 an ordinary page, \$200 next to reading and \$150 next to cover. These low rates, and more especially Roswell Smith's active solicitation of advertising, made up for the smaller circulation of Scribner's Monthly, and within a year it was publishing four times as much advertising as Harper's Magazine. Although Scribner's Monthly soon raised its rates, this relative position of the two magazines continued until 1884, when Harper's volume began to increase at a faster rate on a reduction of rates and a more active solicitation of advertising. It

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was not until 1890, however, that Harper's with about seventy-five pages of advertising a month caught up with its contemporary.

In the meantime, in 1881, Dr. Holland and Roswell Smith had bought out the Scribner interest, and since that year their periodical had been called the *Century Magazine*. Charles Scribner's Sons later, in 1887, issued a monthly of their own, and named it *Scribner's Magazine*, which introduced another important factor in the advancement of both literature and advertising.

The principal figure in advertising in the 1870's and '80's, George P. Rowell, left us in his reminiscences the estimate that "it was the success of Scribner's, afterwards transformed into the *Century*, that first gave magazine advertising the impetus that has grown so great." Mr. Rowell's judgment is confirmed by the rapid growth of advertising volume shown in the files of the *Century* for its first two decades as compared with the growth of its competitors, and in the expansion which presently came in the total advertising in other magazines of this class, which reached an average figure of seventy-five pages a month in 1890, when Harper's not only equalled the *Century* but passed it. That volume, attained in 1890 by the standard-size magazines, was approximately three quarters their volume in 1928.

This growth was a powerful incentive to monthly and weekly magazines of other types already established and to men with new ideas in magazine publication which they desired to try out. In the earlier increase of national advertising in the religious papers and illustrated weeklies Roswell Smith had seen the business possibilities for the *Century*, and in the prosperity of the high-grade monthlies on top of that of other mediums the founders of the *Cosmopolitan*, launched in 1886 as a house organ for an office supply company, and Munsey's, 1889, found encouragement to enter a field which had been occupied almost solely by Frank Leslie's *Popular Monthly* since 1876.

Arrival of the inexpensive photo-engraving process, enabling a profusion of good illustrations, provided an attraction that, when advertised to the public, quickly brought large circulation—and from advertisers a substantial patronage. The *Cosmopolitan* under John Brisben Walker (1889) became a shining meteor in the magazine sky, reaching a distribution of 300,000 by 1893. In 1897 it was running as high as 103 pages of advertising in a single issue. By 1895 Munsey's

MUNSEY CONTRIBUTES TO ADVANCEMENT

had risen to 400,000 circulation, and by the turn of the century to 700,000, or nearly twice the combined total of the Century, Harper's, Scribner's and Atlantic Monthly. McClure's Magazine, one of the most enterprising periodicals of the period in securing literary talent, reached a circulation of 360,000 by the end of the decade and an advertising volume of 120 pages an issue. A bookish periodical, lamenting the death of certain magazines like Lippincott's, blamed it on "cheap magazines which live on advertising" and quoted an unnamed publisher as saying, "If I can get a circulation of 400,000 I can afford to give my magazine away to anyone who will pay the postage."

Mr. Munsey attributed the rise of his magazine to its ten-cent price and its popularity with advertisers to the lower rate per thousand which he introduced, and which helped bring about the more general acceptance of the idea of advertising by manufacturers in the '90's. Munsey's sold 400,000 circulation and more for \$400 a page, or half what it cost for that circulation in the four magazines of the higher-grade group. The lower rate per thousand made new advertisers and provided new examples of advertising success. It was Munsey's oft-expressed opinion that one dollar per page per thousand circulation was the proper rate to charge advertisers.

By itself, in a field of its own, and concurrent with the development of the standard monthlies, rose the Youth's Companion, which in the hearts of many families had a place not reached by any other publication, an affection which it still retains in 1928 in many homes despite the competition of more exciting literature.

A leader in circulation and advertising volume, Youth's Companion in the '70's, 80's and '90's was a leader also in methods for making advertising more attractive. At a time when advertising agencies were still mere space sellers Youth's Companion established a copy-planning department which under the brothers H. H. and H. S. Sylvester turned out work that for attractiveness of typography and emphasis in the right place set a new standard. One phase of the make-up of advertisements to which the Youth's Companion gave particular study was display of the name of product or firm. The logotype and the correct use of white space the copy-planning department de-

THE HISTORY AND DEVELOPMENT OF ADVERTISING

veloped in a manner to make Youth's Companion a manual for those who were trying to learn the intricacies of an artistic construction of the advertisement. A real layout man was in that day a rare being. Symmetry, balance, color and contrast in advertising display made progress as a result of patterns found in Youth's Companion. It exercised an influence for improvement among other periodicals and furnished models for the advertising agent, who was then just beginning to take an interest in typography beyond the selection of a printer with a fair average of presentable work.

Photographic illustrations first came into publication advertising through the Youth's Companion. The significance of this development is seen in the expansion in volume which took place in all publications as soon as they were able to adjust themselves to printing the half-tone and in the betterment of returns and growth in number of

Toasting - broiling
baking - ironing

anything that can be done with a wood or coal fire is done better, cheaper and quicker on a

WICKLESS

Blue Flame **Oil Stove**

Heat is not diffused throughout the house — there is no smell, soot or danger, and the expense of operating is nominal. Made in many sizes; sold wherever stoves are sold. If your dealer does not have it write to nearest agency of

STANDARD OIL COMPANY.

STANDARD OIL COMPANY IN YOUTH'S COMPANION IN 1876

An exceptionally good layout for that decade. (Reduced one quarter.)

YOUTH'S COMPANION MAKES NOTABLE CONTRIBUTIONS

larger-sized advertisements as a direct result of the more realistic illustration.

The practice of picking out a product for which there was special opportunity, or to which an idea in hand seemed to be specially adaptable, and making up an advertisement complete in text and illustration for presentation to the advertiser or prospect, is believed to have originated with Youth's Companion. Full pages thus prepared sold on their attractiveness the idea of full-page copy to manufacturers who had been using smaller space, or perhaps had not been advertising at all. Much of the Youth's Companion success in the sale of prepared advertising was due to special posing of models to fit the product and the greater effectiveness this gave.

In Perrault's *The Awakening of Cupid*, a Paris Salon picture of 1891, the alert advertising department of Youth's Companion saw an opportunity for someone to do the new and unusual. Mellin's Food was selected to fit the picture to—and this advertiser accepted the idea. The result was a back cover of the painting, lithographed in full color, in the World's Fair edition of Youth's Companion (May 4, 1893) which had a circulation of 650,000. The \$14,000 paid for this first color advertisement in an American periodical was, as mentioned elsewhere, the highest for a single insertion up to that time.

Inducing manufacturers to take large space on prepared copy and layout was the specialty of C. E. Kelsey and Francis A. Wilson of the Youth's Companion, whose notable success in selling the idea of national advertising in the early 1890's furnished an example for others. The prepared-copy method was adopted by John Adams Thayer when he became typographic expert and advertising manager for the Ladies' Home Journal. It was pursued by Thomas Balmer for the Ladies' Home Journal in Chicago and for the same publication by Eugene W. Spalding in the East, and by Henry D. Wilson as advertising manager of the Cosmopolitan, as well as by the Delineator and other publications later. It was said of "Uncle Henry" Wilson, one of the most beloved and keenest-minded men ever in the business, that when an advertiser or agency received a call from him there came also a useful idea. The prepared-copy system helped bring advertising promotion out of the space-peddling era and into the beginnings of a service which was to develop to an extent not dreamed of at the time.

THE HISTORY AND DEVELOPMENT OF ADVERTISING

The men named in the preceding paragraphs and George H. Hazen, then advertising manager of the Century and at the present writing chairman of the Board of the Crowell Publishing Company, Henry Drisler of Harper's and J. Rowland Mix, of Scribner's, were the prominent workers in the magazine field at this important stage of the evolution of advertising. They were the recognized leaders in the new pace. The same far-seeing and enterprising work to elevate advertising that they were doing in the East was being done in the West by Charles H. Stoddart, Charles D. Spalding, Thomas Balmer, R. T. Stanton and others. Messrs. Thayer and Balmer were themselves "returns" from advertising, for Cyrus H. K. Curtis found them, the former in Boston and the latter in Chicago, by advertising for men to fill certain positions.

Mr. Curtis, when in 1892 he decided to make the Ladies' Home Journal a model of typography, was unable to recall the name of a Boston man who a few years earlier had applied for the position of typographer. He inserted an advertisement in the Boston newspapers in the hope that it might be seen by the man. The advertisement did not turn up the man sought, but did bring John Adams Thayer, who made up a set of rules for the Ladies' Home Journal advertising columns that changed them from the ugly black mess produced by the desire of every advertiser to outdo all others and gave them instead an appearance pleasing to the eye. This was the beginning of resetting of advertisements by the Ladies' Home Journal and strict adherence to a policy which even the most important advertiser was compelled to accept and which the advertiser presently approved as a benefit to his own as well as other advertisements.

Illustrations were likewise censored into a more artistic appearance. The aspect of the whole periodical was changed. In a short time Mr. Thayer became advertising manager and here his expertness in typography was one of several abilities that resulted in the sale of prepared pages to advertisers. It was during his occupancy of the place of advertising manager that the Ladies' Home Journal adopted the policy of selling the back cover as a unit instead of in quarters.

Later, as advertising manager for the Delineator, Mr. Thayer had further conspicuous success in transforming the appearance of a publication and in building up advertising volume. Here he censored out,

THE HISTORY AND DEVELOPMENT OF ADVERTISING

as the Ladies' Home Journal had done, all advertisements of an objectionable character and broadcasted word that the Delineator would accept "only high-grade advertising," which, as Mr. Thayer has told us in some reminiscences, "came in volume." When his restless ambition caused him to leave the Delineator in 1902 to become publisher of Everybody's he had just had the pleasure of reading in the Butterick house organ that "in the October (1902) number of the Delineator there is more advertising than was ever inserted in any magazine published for women, at any time, anywhere."

Mr. Thayer's enterprising spirit was shown in a sensational way when he arranged with Thomas W. Lawson to write the "Frenzied Finance" series for Everybody's. Wide advertising of these articles and a lot of free newspaper publicity caused jumps of 50,000 in circulation from one issue to another of Everybody's, and for a time that magazine was the most-talked-of periodical in America.

Associated with Mr. Thayer on the Ladies' Home Journal, and later on the Delineator, was Thomas Balmer, the second of the two men Mr. Curtis got in 1892 by advertising. Mr. Balmer, aged forty-five, a successful salesman for a tobacco house, was one of a number who applied for the position of Western advertising representative. In the interview in Chicago Mr. Curtis asked his opinion of the advertising in the Ladies' Home Journal and was impressed by the character of the ideas on advertising possessed by a man who confessed he had no experience. It is probable that Mr. Curtis was influenced too by the applicant's wide knowledge of merchandising, his ability to see business in its broadest aspects, and the activity and force of his mind.

"Thomas Balmer," said the Printers' Ink biographer when Balmer died in 1917, "was responsible in no small measure for the rapid strides made by advertising in the late '90's." He brought many big manufacturers to a realization of what they could do with advertising and convinced numbers whom other advertising men had worked on in vain. How convincingly he pictured the results to be obtained from advertising may be judged from a letter written by W. C. Free of the Free Sewing Machine Company to John Lee Mahin:

You left too early. The session with your friend Balmer was a hot one. His warmth rapidly grew to a fever heat and soon after was ablaze. Our vice-president caught fire at nine

BALMER POINTS WAY FOR BIG SUCCESSES

o'clock and a conflagration followed. It is now broad daylight and I still see stars. . . . That man is a bird; while others run, he soars. If his follow-up system is equal to his advance movement we might as well surrender now.

Among the great advertising successes for which Thomas Balmer was primarily responsible are Jap-a-lac and Munsingwear. When he approached Mr. F. H. Glidden and suggested that Jap-a-lac should be advertised in a big way Mr. Glidden said, "Why, Jap-a-lac isn't even the tail to the dog of our business," and would not listen. Mr. Balmer, however, got permission to see "the young man in charge of that department." He asked that young man, Herbert Ashbrook, later a director of the company, if he would sit still for an hour, to which Mr. Ashbrook agreed. The result was an \$18,000 order for large space. When the advertising appropriation for Jap-a-lac later was \$600,000 a year Balmer was invited by Mr. Glidden to appear before the board of directors and present his arguments for an increase. Leaving that meeting after a decision by the board to increase the appropriation to \$1,000,000 he had, as he told it at a testimonial dinner on his return from Europe in 1910, "the satisfaction of being able to say to the president that the tail was wagging the dog, for the business of the advertised specialty far exceeded the total of the other business." At that dinner Mr. Ashbrook said he "owed to Mr. Balmer the deepest debt of gratitude he owed to any man outside of Mr. Glidden."

Much of his work was done by Thomas Balmer while Western advertising manager for the Ladies' Home Journal from 1892 to 1900, more of it while Western manager for the Delineator and other Butterick publications, and then while advertising manager for the Butterick publications, with headquarters in New York. When Mr. Balmer left the Butterick publications to join Barron G. Collier in a street-car advertising development it was reported that the inducement besides the opportunity for new lines of thought was the highest salary then paid to anyone in advertising work.

Contemporaneous with Thomas Balmer in Chicago, and preceding and following him there, was Charles H. Stoddart, another leader in the upbuilding of magazine advertising. Mr. Stoddart, who entered advertising work in 1875, became Western manager for Frank A.

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Munsey's Argosy when that periodical was established in 1882, and for the long period of 1889 to 1925 was Western manager for all Munsey publications. The service he rendered advertising as Western manager for Munsey's Magazine, a publication which in the '90's showed a volume that was an inspiration to all advertising men, was supplemented by a devotion to the craft and to his fellow beings which led him to make of himself something in the nature of a school for young advertising men. At a dinner given him in Chicago on the fiftieth anniversary of his entrance into advertising, to which some four hundred men journeyed from all parts of the United States, Mr. Gilbert T. Hodges, in presenting a volume of testimonials, said Charles H. Stoddart had "aided to success so many others that we count the list of those he helped the largest that any man has made."

The thought which men of the type of Balmer and Stoddart gave to the broader development and wider promotion of advertising produced a coöperation for the improvement of methods and standards that evolved into definite organization. The Agate Club of Chicago, of which Thomas Balmer, Charles D. Spalding, R. T. Stanton and Samuel H. Bloom were the founders, has a volume of Balmer tributes presented to it two years after his death with this general estimate of his service: "It is a wonderful thing to leave a record such as that which Thomas Balmer made—a record of great deeds accomplished and a great service rendered the world."

CHAPTER LI

CYRUS H. K. CURTIS

Highly important as was the work of the men noted in the pages immediately preceding there was one element in the process of building magazine advertising that exceeded any other in influence. This element was Cyrus H. K. Curtis.

Cyrus Curtis had been a publisher at thirteen, when he set and printed the 6-by-3-inch *Young America* at his home in Portland, Me. After some experience as a newspaper advertising solicitor in Boston he published there, in the early '70's, the *People's Ledger*, a fiction magazine for which he obtained material by buying at \$5.00 per story republication rights to romances that had appeared thirty years previously. During a visit to the Centennial Exposition in 1876 he discovered that he could print the *People's Ledger* for less in Philadelphia. Thus that city became the scene of Mr. Curtis's activities. Selling the *People's Ledger* in 1878, he became an advertising solicitor on the Philadelphia Press. There he saw opportunity in a horticultural department of the weekly edition, and in four months worked up two pages of steady advertising for it. A year later Mr. Curtis left the Press and established a four-page weekly farm paper, the *Tribune and Farmer*.

In the *Tribune and Farmer* Mr. Curtis himself made up from the exchanges a column entitled "Woman at Home." From that came the *Ladies' Home Journal*. In "A Man from Maine" Edward E. Bok relates that Mrs. Curtis bantered her husband on his selections for this column until he exclaimed: "If you can do it better, do it!" Mrs. Curtis undertook to choose the material and proved that she knew more than her husband did about what interested the woman in the home. The woman's column brought so many evidences of popularity that Mr. Curtis decided to issue a supplement for women, and

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in 1883 the Ladies' Home Journal was born, with Mrs. Curtis as editor.

Mr. Curtis had intended calling it "Ladies' Journal"; but an artist drawing the title added the word "Home." Subscriptions at twenty-five cents a year poured in, and it was an immediate success. In a year it had 25,000 circulation, or more than half as much as the Tribune and Farmer after five years. A partner with whom Mr. Curtis had been sharing the earnings of the Tribune and Farmer objected to the attention that was being given the woman's supplement. Mr. Curtis suggested the partner take the parent publication as his share. A few months later the Tribune and Farmer ceased publication.

Mrs. Curtis, writing under her maiden name of Louisa Knapp, contributed articles which women found of real service. They were fresh and up to date and unlike the moth-eaten items that for years had gone the round of the exchanges. In addition Mrs. Curtis found competent writers, suggested subjects, and read all manuscripts. The result was a publication that excelled in interest for the average woman anything obtainable at either the twenty-five-cent price or the fifty cents per year to which the Ladies' Home Journal presently went. Harper's Bazar was \$4.00; Godey's, \$3.00; Peterson's \$1.50; and others at or near the Peterson figure. The Delineator (1869) was still largely a pattern publication, as was the Queen of Fashion (renamed McCall's Magazine in 1897). The Ladies' Home Companion (afterward the Woman's Home Companion), established in 1873, and Good Housekeeping, established in 1885, were closer in content and price. There was a strong note of practicality in the Ladies' Home Journal and an abundance of reading on household subjects in its sixteen pages.

A low subscription price and liberal newspaper and magazine advertising of its contents insured its rapid growth. Three years after its establishment the Ladies' Home Journal reached several hundred thousand women. By 1888 it contained two and three times as much advertising as any other woman's magazine.

From increases in subscription price first to 50 cents and then to \$1.00, and from a growing volume of advertising, Mr. Curtis obtained funds for improving his periodical. Acquisition of Edward W. Bok as

STEPS IN RISE OF LADIES' HOME JOURNAL

editor in 1889 gave him more time to think about the business end, and then he entered upon the largest program of advertising for readers ever undertaken up to that time.

Systematic advertising of the Ladies' Home Journal appeared in the Delineator and other magazines for women, as well as in the religious weeklies and general magazines. About 1890 circulation passed the half million mark which the Delineator had worked up for itself since 1869 as a pattern publication. Three years later the average circulation of the Ladies' Home Journal equaled the 650,000 of the Youth's Companion, and soon thereafter it had the largest distribution of any periodical.

In 1892 the advertising revenue of the Ladies' Home Journal was approximately \$250,000. Five years later the revenue from about the same number of lines was \$500,000. Censoring out of medical advertising in 1893 caused a drop in lineage for several years, but that censorship, combined with the improvement in typography of the advertising columns which began in 1893, appeared to have enabled the Ladies' Home Journal to increase its rates and double its advertising revenue on the same lineage without a proportionate increase in circulation. Two-color copy, which made its appearance in covers at this time, also had an influence on gross income.

In the middle '90's Mr. Curtis's annual expenditure for advertising the Ladies' Home Journal was estimated at \$200,000. He was one of the heaviest advertisers in any class. Earnings were largely being put back into the publication—for better literary material, for advertising, for mechanical improvement, and for the acquisition of good men. The result was a growth which shortly after 1900 brought the circulation to the million mark and the advertising revenue to the same figure.

In the "woman field" four publications in 1928 have each a circulation of approximately 2,500,000. A number of others are in the million-and-over class, and women's publications have a revenue from advertising of about \$75,000,000 a year. Since 1900 the Woman's Home Companion, Pictorial Review, Good Housekeeping, McCall's, Delineator, Needlecraft and other magazines—also primarily by advertising themselves—have contributed greatly to this highly important spread, but the largest share of credit for the expansion, and for what it has

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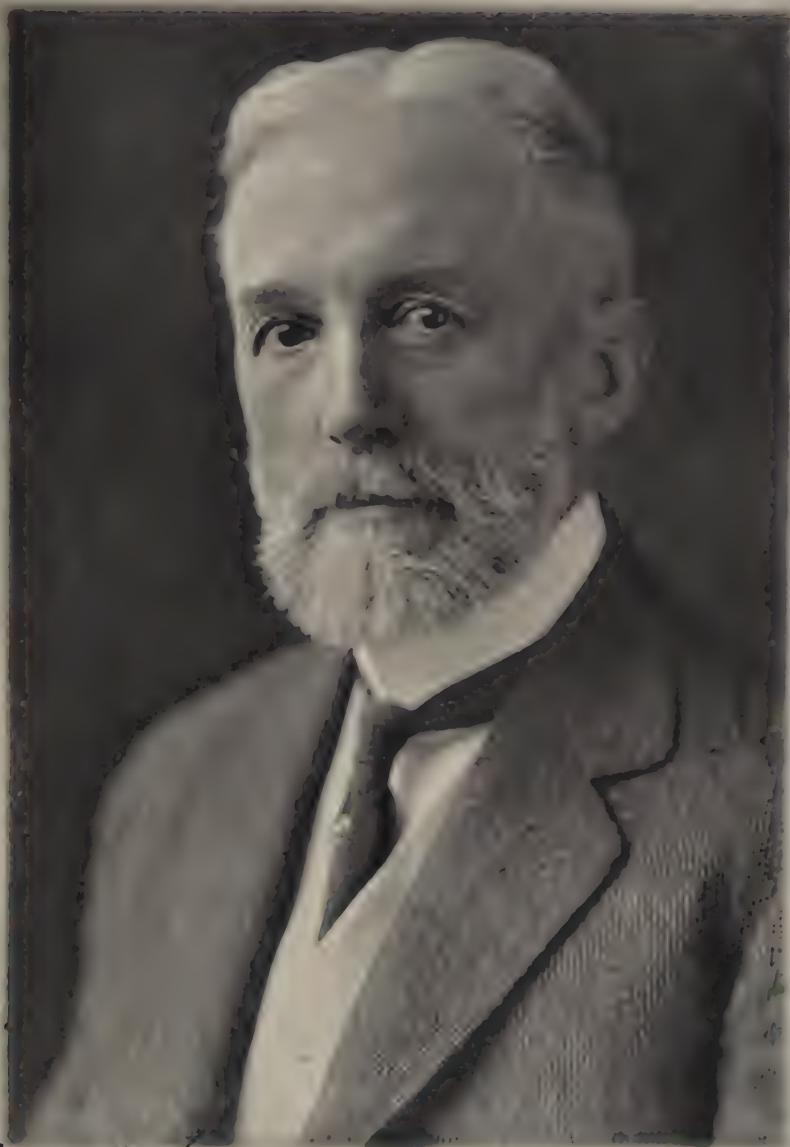
meant to the general growth of advertising and to industrial advancement, goes to Mr. Curtis and to his discernment in choosing men for the organization he started to build in the early 1890's.

With the Ladies' Home Journal firmly established, Mr. Curtis's estimate of the future of the publishing field and of advertising growth caused him in 1897 to acquire the Saturday Evening Post, which traced its history back to the Pennsylvania Gazette, published by Benjamin Franklin from 1729 to 1765. Mr. Curtis paid \$1,000 for it.

The old Pennsylvania Gazette shop had passed through various changes until 1821 when the Saturday Evening Post, a literary weekly, came from the old printery in the rear of 53 Market Street, Philadelphia, where Benjamin Franklin's equipment was then still in use. In its early days the old weekly—one of the publications born in the literary revival of the first quarter of the nineteenth century—had among its contributors Edgar Allan Poe, Mrs. Henry Wood, Edwin Forrest, Bayard Taylor, Mrs. Sigourney, Nathaniel P. Willis, James Barton, G. P. R. James, Harriet Beecher Stowe, James Fenimore Cooper. From 1848 it was published by Deacon and Peterson, and in the 1870's, when it was owned by Henry Peterson & Company, it had a circulation of 30,000, mostly among old Philadelphia families. It had a tradition that nothing should appear in its columns "to offend mother, teacher or minister."

Mr. Curtis used the history and traditions of the magazine for copy in his early advertisements announcing the character of the new publication. Four-page "readers" appeared in the Century and other standard publications, and in these and in advertisements in a wide list of other publications a comprehensive program of fiction, poetry and general articles was announced. The "oldest paper in America" would have the best poems in the world, great speeches of famous Americans, stories of American money kings, practical sermons by great preachers of the world, "publick occurrences" that were making history, biography and sketches of men and women of the hour, besides short stories and articles written especially for the Post—and illustrations by Leyendecker and other good artists.

The stimulus of advertising which Mr. Curtis at once applied to the Saturday Evening Post raised its circulation from 2,000 to 200,000 within three years. The following advertisement, which appeared in



I am as ever
Sincerely Yours, Cyrus H. Curtis

THE CHIEF FIGURE IN MODERN ADVERTISING

KIRK'S SHANDON BELLS TOILET SOAP

NO OTHERS
Savon de Toilette and Laiting Soap After Shave
It is made in France by SHANDON BELLS SOAP and
is the only one known to be made by patent process.
JAS. S. KIRK & CO., Chicago.
Agents for the United States, Canada, Mexico, Central
America, the West Indies, the Pacific, the Indian
Oceans and all other parts of the world.

DONALD KENNEDY
of Roxbury, Mass., says.

ASK YOUR DRUGGIST
WHAT HE SAYS.

FOR—**DEAFNESS**
—CAUSED BY—
Disordered Ears, Cold, Catarrh, Membrane, Etc.
THE SOUND DISCS
are guaranteed to relieve
the most severe cases of
deafness in 10 days.
H. A. WALES, Bridgeport, Conn.
Solely by mail.

LADIES OF FASHION
L. SHAW'S
Sashon Gang and Ideal Wave,
Not on artificial bases but on
WAVY HAIR SWITCHES,
in color from black to blonde and
COCOON BALM
for the hair.

A FREE TICKET TO THE WORLD'S FAIR.
The World's Fair is the
most wonderful event of the
year. It is a chance to see
the most wonderful things
the world has ever seen.
It is a chance to see the
most wonderful things the
world has ever seen.
It is a chance to see the
most wonderful things the
world has ever seen.

BICYCLE PURCHASING CLUB.
The Bicycle Purchasing Club
is the only one of its kind
in the world. It is a chance
to see the most wonderful
things the world has ever
seen. It is a chance to see
the most wonderful things
the world has ever seen.

WOODBURY'S FACIAL SOAP
It is the only soap that
will cleanse the face and
remove all impurities.
It is the only soap that
will cleanse the face and
remove all impurities.

MILLER BROS. STEEL PENS
The Miller Bros. Steel Pens
are the only pens that
will write as well as
look as good.

YOU can Test these PIANOS and ORGANS at OUR Expense.

CORNISH & CO. are the only old and reliable firm of Actual Manufacturers of High Grade PIANOS and ORGANS selling direct from their factories to the general public at guaranteed reasonable prices.

NOW! NOW! IS THE TIME. NOT TO-MORROW BUT TO-DAY!
Send for our New Catalogue, Piano or Organ, (as you wish). A One Cent Postage will secure it and you can save \$100 on a Piano, or \$50 on an Organ. Over \$300,000 worth of Pianos and Organs are now ready, and owing to the great demand on our New 2nd floor, we have now in stock and on order of construction, ONE MILLION DOLLARS' worth of Pianos and Organs, which will enable us to fill our great multitude of Fall and Winter orders day by day as received. There will be no delay; our capacity is how to PIANOS and ORGANS per diem.

OUR SPECIAL HOLIDAY OFFERS
are now ready, and owing to the great demand on our New 2nd floor, we have now in stock and on order of construction, ONE MILLION DOLLARS' worth of Pianos and Organs, which will enable us to fill our great multitude of Fall and Winter orders day by day as received. There will be no delay; our capacity is how to PIANOS and ORGANS per diem.

ALL PIANOS and ORGANS sent on FREE TEST TRIAL and FULL REFUND.
SEND FOR OUR CATALOGUES AT ONCE. THEY COST NOTHING and we know we are sure of your patronage after you have examined them. Catalogues are permitted to the 1st of October of this year and to any of the Commercial Agents.

CORNISH & CO. WASHINGTON, D. C.

HANSON'S MAGIC CORN SALVE

It is the only salve that will cure corns, blisters, and all other skin diseases. It is the only salve that will cure corns, blisters, and all other skin diseases.

SHERWOOD'S WAX BLOCK

Cleans Flat Irons
HEAT-PROOF. Tends to Heat, Steam, Dirt, and Grease. It is the only wax block that will clean flat irons.

WALL PAPERS

AT MANUFACTURERS' PRICES.
The Wall Paper Merchant
has the best, the cheapest, and the latest designs in
wall paper. He has the best, the cheapest, and the latest designs in wall paper.

WATERMAN'S REMEDY

FOR HEALING RHEUMATISM, GOUT, AND ALL OTHER PAINFUL AFFECTIONS.
It is the only remedy that will cure rheumatism, gout, and all other painful affections.

FREE!

It is the only free offer that will give you a chance to win a large sum of money. It is the only free offer that will give you a chance to win a large sum of money.

An Xmas Suggestion.

Give your friends a chance to win a large sum of money. It is the only suggestion that will give your friends a chance to win a large sum of money.

FREE!

It is the only free offer that will give you a chance to win a large sum of money. It is the only free offer that will give you a chance to win a large sum of money.

FREE!

It is the only free offer that will give you a chance to win a large sum of money. It is the only free offer that will give you a chance to win a large sum of money.

FREE!

It is the only free offer that will give you a chance to win a large sum of money. It is the only free offer that will give you a chance to win a large sum of money.

FREE!

It is the only free offer that will give you a chance to win a large sum of money. It is the only free offer that will give you a chance to win a large sum of money.

FREE!

It is the only free offer that will give you a chance to win a large sum of money. It is the only free offer that will give you a chance to win a large sum of money.

THE WONDER OF THE AGE! A SCIENTIFIC TRIUMPH!!

PIANO OR ORGAN
Playing Lessons
IN ONE DAY.

MAGIC LANTERNS

AND STEREOPTICONS
PAY WELL.
McALLISTER.

PEATS WALL PAPER

350 VOLUMES, VALUE \$350.00
A set of 350 volumes is offered by "THE PEAT WALL PAPER" in a binding of 350 volumes.

FORSI

It is the only forsi that will give you a chance to win a large sum of money. It is the only forsi that will give you a chance to win a large sum of money.

BARNEY & BERRY SKATES

CATALOGUE FREE.
SPRINGFIELD, MASS.

LADIES' BICYCLES

It is the only ladies' bicycle that will give you a chance to win a large sum of money. It is the only ladies' bicycle that will give you a chance to win a large sum of money.

MISS BEACH'S Curling Fluid

It is the only curling fluid that will give you a chance to win a large sum of money. It is the only curling fluid that will give you a chance to win a large sum of money.

WANTED!

It is the only wanted that will give you a chance to win a large sum of money. It is the only wanted that will give you a chance to win a large sum of money.

Silk

It is the only silk that will give you a chance to win a large sum of money. It is the only silk that will give you a chance to win a large sum of money.

SEND 10c. GET 25c.

It is the only send 10c. get 25c. that will give you a chance to win a large sum of money. It is the only send 10c. get 25c. that will give you a chance to win a large sum of money.

EAGLE PRINTING OUTFIT 15c.

It is the only eagle printing outfit 15c. that will give you a chance to win a large sum of money. It is the only eagle printing outfit 15c. that will give you a chance to win a large sum of money.

OLD COINS

It is the only old coins that will give you a chance to win a large sum of money. It is the only old coins that will give you a chance to win a large sum of money.

FEET

It is the only feet that will give you a chance to win a large sum of money. It is the only feet that will give you a chance to win a large sum of money.

CARDS

It is the only cards that will give you a chance to win a large sum of money. It is the only cards that will give you a chance to win a large sum of money.

USE

It is the only use that will give you a chance to win a large sum of money. It is the only use that will give you a chance to win a large sum of money.

CARDS

It is the only cards that will give you a chance to win a large sum of money. It is the only cards that will give you a chance to win a large sum of money.

PLAYS

It is the only plays that will give you a chance to win a large sum of money. It is the only plays that will give you a chance to win a large sum of money.

WRINKLES

It is the only wrinkles that will give you a chance to win a large sum of money. It is the only wrinkles that will give you a chance to win a large sum of money.

HAIR

It is the only hair that will give you a chance to win a large sum of money. It is the only hair that will give you a chance to win a large sum of money.

INSIDE BACK COVER OF THE LADIES' HOME JOURNAL IN 1891
Showing the style of typography which Mr. Curtis began to change the following year.
(Reduced one half.)

MR. CURTIS IN 1899 MAKES A PROMISE FOR THE POST

Printers' Ink for December 6, 1899, has the interest of an historical document:

The Saturday Evening Post gives you a circulation of 200,000 copies every week for one dollar per line. You can buy space now for one dollar that later will cost you two dollars. The Saturday Evening Post is to be pushed into a circulation exceeding that of any weekly in the United States—what you have seen in the periodicals and daily papers for the past few months is but a drop in the bucket—a starter. The Post as it is *intended* to be hasn't started. Editorially, the best brains of America, and some of the best of England, are at work for us; mechanically, we are getting ready to print anything we may be called upon to issue, and to enlarge to 32 pages if necessary.

We offer you a good investment in its advertising space at the present price.

THE CURTIS PUBLISHING CO.
PHILADELPHIA

The Saturday Evening Post not only was in short order "pushed into a circulation exceeding that of any weekly in the United States" but to a distribution which exceeded that of any periodical, weekly or monthly, anywhere, and this leadership has been maintained though it has been necessary to obtain a distribution of three million copies to retain it. The growth of this unparalleled enterprise, which has gone forward with the general development of advertising, often pointing the way, is shown in figures for every fifth year:

<i>Year</i>	<i>Average Circulation</i>	<i>Advertising Revenue</i>
1897	2,231	\$ 6,933
1902	314,671	360,125
1907	726,681	1,266,931
1912	1,920,550	7,114,581
1917	1,883,070	16,076,562
1922	2,187,024	28,278,755
1927	2,816,391	53,144,987
1928	2,843,904	48,661,580

With the Country Gentleman, which was added to the Curtis publications in 1911, there was a similar large success. Like the Saturday Evening Post in the general weekly field, and the Ladies' Home

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Journal in the woman field, the Country Gentleman has become the leader in circulation and advertising revenue in its sphere. The statement of the Curtis Publishing Company shows that receipts from advertising in its three publications for the year 1927 were \$74,400,000.

Underlying the growth of the Curtis publications is the founder's faculty for seeing things in their broadest aspect and his willingness to make large expenditures far in advance of the probable date of returns. The observer who has watched the Curtis development unfold itself sees behind it a vision that has a long range and a confidence in ultimate arrival which breeds the patience and unremitting effort that in time mean attainment.

Ever on the alert for new ideas, and with a mind able to see their possibilities more accurately than most men could, Mr. Curtis has introduced or been a main figure in the development of methods that have been of the broadest significance in the evolution of modern advertising. In market analysis the Curtis Publishing Company was a pioneer. This preparatory work early had the intelligent personnel and complete effort for which the Curtis organization has become known. Its influence on advertising progress has been tremendous. In "Selling Efforts," a booklet addressed to advertising prospects, issued by the Curtis Publishing Company in 1913, that organization modestly put it as follows:

The greater prosperity of the Curtis Publishing Company may be attributed largely to the fact that it has, perhaps a little more correctly than the many, interpreted the meaning of modern merchandising. This done, it could not but succeed, for the advance in advertising itself must inevitably carry along with it everyone who uses it rightly—whether publisher, manufacturer or consumer.

For "the advance in advertising itself" a very large measure of credit is due the Curtis interpretation of "the meaning of modern merchandising."

CHAPTER LII

EFFECTIVE WORK OF THE MAGAZINES

Not so early as the Curtis work, but often equaling it in enterprise and effectiveness, have been the individual achievements of other magazine organizations in promotional work for the general good of advertising. With the gradual formation of the Crowell group, which began with *Farm and Fireside* and the *Woman's Home Companion*, and annexed the *American Magazine* in 1911 and *Collier's Weekly* in 1919, there was added a broad advertising influence that has steadily grown in importance under the able guidance of George H. Hazen. Here again figure large expenditures in advertising for readers, which have brought the total circulation of these four publications up to seven and a half million copies. Systematic collection by the Crowell Publishing Company of statistics and other data from which advertisers can make estimates of probabilities has been of wide benefit. At this writing there is no better informed or more efficient organization for the promotion of magazine advertising or one better equipped to aid the advertiser or agency in solving the complex problem of modern selling.

Since 1905 William Randolph Hearst has built by purchase a group of publications that comprises the *Cosmopolitan Magazine*, *Good Housekeeping*, *Harper's Bazar*, *Town & Country*, *Motor*, *Motor Boating* and *International Studio*. The *Cosmopolitan* when Mr. Hearst acquired it had some 300,000 circulation, which by 1928 has been raised to 1,675,000. *Good Housekeeping*, founded in 1885, has had its ups and downs. In 1895 its circulation was but 55,000. It was up again to 300,000 when Mr. Hearst took it over in 1911. The leading position which *Good Housekeeping* later reached is traceable to the systematic and broad effort of a large and prosperous organization. *Cosmopolitan* and *Good Housekeeping* both owe their wide distribution primarily

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to advertising of their contents. Engagement in 1912 of Dr. Harvey W. Wiley as contributing editor following his prominence in pure food agitation was a step of importance to advertising in general as well as to Good Housekeeping. This publication's strict censorship, which includes a chemical analysis of foods, has brought about a confidence in articles advertised there that has resulted in a wide use of the Good Housekeeping "Seal of Approval" on packages and been an influence for honesty of statement in all advertising. The "Seal of Approval" is an example of the service modern advertising renders the public besides calling its attention to an article, and of the value which advertising gives the manufacturer beyond copy and space.

Condé Nast, who spent the first seven years of the twentieth century as advertising manager and business manager of Collier's Weekly, began in 1909 to gather together a group of publications which include Vogue, Vanity Fair, and House & Garden, besides several others. House & Garden particularly has been an instrument in the upbuilding of advertising. To this publication a good deal of credit should be given for the large volume of building material purchases that are influenced by magazine advertisements. The people who have clipped articles and advertisements from House & Garden for reference in their home-building plans and in the furnishing of the home make a great multitude. To the House Beautiful of Boston also is due credit for development of building material advertising and for a beautiful physical appearance of the magazine which advertisers have sought to equal in their copy, with resulting progress in artistic presentation of the commercial message.

Country Life, a pioneer in beautiful printing, and one of the world's handsomest periodicals, comes from the famous plant of Doubleday, Doran & Company at Garden City, L. I., where also are printed the American Home, and the World's Work, other examples of publication excellence. Country Life, established in 1901, has since the beginning been contributing much to the advancement of color in advertising. The National Geographic Magazine's exquisite color work has much to do with the long life that publication has on the living-room table. Another leader in color work has been Pictorial Review, born in 1899, the success of which in reaching a high circulation and a heavy volume of advertising doubtless is due in no small

degree to the special attention it has given to improvement in multicolor printing. The structure of present-day advertising method is made up of individual contributions such as these, and the dominant rôle which the illustration plays in the modern advertisement gives extra weight to the service rendered by those who have made the development of color their particular effort.

In every advance of modern advertising the magazine has been an active force. Newspapers had for more than two centuries been the sole medium for publication advertising before commercial publicity in magazines became a matter of any importance. But with recognition of the place of advertising in the scheme of things and acceptance of advertisements by the literary periodicals there came into operation an influence to which was due much of the acceleration in progress that made advertising development in the first quarter of the twentieth century so notable.

Between 1890 and 1905 circulation of monthly periodi-

Wearing Apparel for Ladies, Misses, Children

NEW SPRING STYLE BOOK SENT FREE

Our New Spring Catalogue, sent free, is the handsomest Style Book issued.

We want every American woman—we want you, to study this catalogue. We want you to see for yourself that this catalogue really does bring you in your own home the same great advantages in price and style that the women of New York City enjoy. We want you to see for yourself that this catalogue will enable you to wear New York styles and still save money.

We guarantee satisfaction. If anything you order from us does not please you, just send it back at once at our expense and we will return your money immediately.

Spring Suits

(MADE TO ORDER)

\$6 to \$33



Catalogue and Samples Sent Free

New Spring Styles which we make to measure:

Visiting Dresses \$6.00 to \$25
Tailor-Made Suits \$7.50 to \$33

Write to-day for our new Spring Catalogue, sent FREE, and if you desire samples of materials for a Tailor-Made Suit or Visiting Dress be sure to mention the colors you prefer.

National Cloak & Suit Co.

212 West 24th St., New York City

Largest Ladies' Outfitting Establishment in the World

Mail Orders Only

No Agents or Branches

EFFECTIVE MAIL-ORDER ADVERTISING
IN 1907

MAGAZINE CIRCULATION ALSO DUE TO ADVERTISING

the answer is found in—advertising. No magazine has achieved a large circulation in the modern meaning of the term except by advertising itself. This is true of all the magazines in the million-and-upward class, including the phenomenal *Liberty* which in four years reached a circulation of approximately 1,500,000 through advertising which began with the offer of a large sum of money for the best name for the new periodical. Nor would there be any popular-priced magazine of the *Saturday Evening Post* type if it were not for the advertisements that appear in it, for the modern weekly costs to produce four or five times the sale price. The wide influence of the moderate-priced magazine for social development is made possible only because the advertiser pays the expense.

CHAPTER LIII

EVOLUTION OF OUTDOOR ADVERTISING

Earliest forms of outdoor advertising in the order of their appearance, some of which have been described in preceding chapters, were:

Inscriptions on monuments by which Egyptian kings added to their prestige.

Proclamation of runaway slaves in Egypt, written on papyrus and posted.

The crier of ship arrivals and their cargoes of foreign delicacies in the Nile towns.

Proclamations on tablets in Greece; the early Greek town crier who declaimed or sang his announcements.

Roman album, or tablet on wall alongside door, carrying name and profession or trade of occupant, and, if a bookshop, announcements of new writings.

The Roman picture sign, such as a bunch of grapes for the wine shop or an anchor for the ship chandlery.

An occasional illustrated theatrical announcement in Roman times; Callades, an artist mentioned by Pliny, is said to have drawn some theatrical posters. Crude illustrations of gladiatorial exhibitions on walls where crowds gathered.

The heraldic inn signs of early medieval Europe, and later through many centuries the picture or symbol sign for various shops, serving to inform the illiterate as well as literate.

The town crier in Europe; the wine-shop crier in the cities.

Written proclamations of laws in France around the twelfth century.

Printed handbill hung at door by German and Dutch booksellers after invention of movable type.

Caxton's 5 by 7 inch handbill announcing a book of diocesan rules, posted in Westminster almonry in 1480, the first poster printed in English.

Proclamation of laws in printed form posted by the town crier.

The great vogue of the outdoor picture sign of large size, particularly in England, and especially for the inns, in the seventeenth and eighteenth centuries.

First hoarding for commercial advertising in 1740, when a London clothing merchant asked a town crier's permission to place his shopbill alongside the official proclamations, with the result that the city council established a fee for such announcements.

PRINTED OUTDOOR ADVERTISING DATES FROM 1740

The year 1740 has thus been fixed as the approximate first beginning of outdoor posting of printed commercial announcements. Theatrical bills doubtless were stuck up before then. Patent-medicine handbills also may have had some scattered tack-up. After the middle of the eighteenth century bills of eighteen-inch size which advertised besides medicines, clothing, soaps and razors, and various other articles, began to appear on dead walls, though not in great number.

By 1780 billposting had become an occupation in England, with official proclamations and notices of auction sales as the principal business of the "billsticker." Fifteen years later the lotteries authorized by Parliament gave an impetus to billposting which greatly widened the practice. This was the real beginning of outdoor advertising. Contractors who bought the full tickets from the government split them into sixteenths for resale to the populace and advertised the scheme of the lottery everywhere. In London the billposting contractor who did this work at first employed women, who put up the eighteen-inch bills with a paste, but used a stick instead of a brush. In the country the lottery contractors did their own billing, men known as the "Morocco men" because of the red boots they wore posting the countryside and town before they went from door to door offering tickets. The extent of lottery posting around the year 1800 may be judged by the expenditure of one Cope, who is said to have spent as much as £36,000 a year advertising his tickets, nearly all of it on outdoor announcements, for newspaper advertising was made expensive by a tax. In London the van covered with lottery advertisements was a common sight in the first quarter of the nineteenth century.

English lottery advertising grew until this method of raising money for public improvements was abolished in 1826 because of the demoralizing effect of the lottery on thrift and individual industry. By then a following of other advertisers had been developed which left few dead walls or other available places free of bills. In 1839 the first billposting company in London was formed, and war between owners of licensed hoardings and the guerrillas began. The rented hoardings of this company in 1840 included one in Trafalgar Square, the heart of London. The 39 by 30 inch bill of the year 1800 had tripled in size by 1840, and billposters were working in pairs.

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As told in earlier chapters, it was the great expansion in outdoor display in England at the middle of the nineteenth century that caused that period to be termed the golden age in advertising. How omnipresent the advertiser's message had become in the streets of London and something of the insistent character of the copy was told by Charles Dickens in *Household Words* in 1851:

If I had an enemy whom I hated—which heaven forbid!—and if I knew of something that sat heavy on his conscience, I think I would introduce that something into a posting bill, and place a large impression in the hands of an active sticker. I can scarcely imagine a more terrible revenge. I should haunt him by this means night and day. I do not mean to say I would publish his secret in letters two feet high, for all the town to read. I would darkly refer to it. It should be between me and him and the posting bill. Say, for example, that at a certain period in his life, my enemy had surreptitiously possessed himself of a key. I would then embark my capital in the lock business, and conduct that business on the advertising principle. In all my placards and advertisements, I would throw up the line SECRET KEYS. Thus if my enemy passed an uninhabited house, he would see his conscience glaring down at him from the parapets and peeping up at him from the cellars. If he took a dead wall in his walk, it would be alive with reproaches. If he sought refuge in an omnibus, the panels thereof would be Belshazzar's palace to him. If he took boat in a wild endeavor to escape, he would see the fatal words lurking under the arches of the bridges over the Thames. If he walked the streets with downcast eyes he would recoil from the very stones of the pavement, made eloquent by long black lithograph. If he drove or rode, his way would be blocked up by enormous vans, each proclaiming the same words over and over again from its whole extent of surface. Until, having gradually grown thinner and paler, and having at last totally neglected food, he would miserably perish, and I should be revenged. This conclusion I should, no doubt, celebrate by laughing a horse laugh in three syllables.

Letters "two feet high" in 1851 probably was not a great exaggeration, for bills made up from a score to several scores of sheets were then in use.

At this period little effort was made to be neat. Dickens mentions



PARAPLUYES ET PARASOLS A PORTER DANS LA POCHE.

LES Parapluyes dont M. Marius a trouvé le secret, ne pèsent que 5. a 6 onces : ils ne tiennent pas plus de place qu'une petite Ecritoire, & n'embarassent point la poche ; ainsi chacun peut sans s'incommoder en avoir un sur soy par precaution contre le mauvais temps. Ils sont cependant aussi grands, plus solides, résistent mieux aux grands vents, & se tendent aussi vite que ceux qui sont en usage.

C'est le témoignage que Messieurs de l'Academie Royale des Sciences en ont rendu.

Cette nouvelle Invention a paru avoir été bien reçue du Public par le grand débit qui s'en est fait, ce qui a excité l'Auteur à la perfectionner, au point qu'il ne laisse plus rien à souhaiter du côté de la solidité.

A l'égard de ceux qui sont ornés, l'on conviendra qu'il ne s'est encore rien vu en Parasols de plus agréable pour le goût & la légèreté ; & que l'on peut contenter en ce genre les Curieux les plus difficiles, pour la richesse des montures & des ornemens. *Ils auront tous sa marque*

**Ils se font & se vendent à Paris chez M. MARIUS,
demeurant rue des Fossez Saint Germain,
aux trois Entonnoirs.**

Par l'autorité d'un Privilège du Roy, portant défense par toute l'étendue du Royaume de les contrefaire, à peine de mille livres d'amende.

Il ne faut pas confondre cette Invention avec celle des Parapluyes dont les branches se mettent dans une Sarbacanne. Ces sortes de Parapluyes ont défilé par leur petitesse & leur peu de solidité ; d'ailleurs il falloit trop de temps pour les tendre.

De l'Imp. de J. C.

*Permis d'imprimer de l'Archiduc
Paris le 10 Mars 1715, Jour 1715
M. de V. D'ARAGON*

A FRENCH HANDBILL OF THE YEAR 1715
(Size of original, 6 x 9 inches.)

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one wall that was "so thickly incrustated with fragments of bills that no ship's keel after a long voyage could be so foul." This abuse of the landscape presently brought police regulation, the formation of responsible companies for billposting and a general leasing of hoarding sites, with gradual elimination of the night-working guerrilla whose bills might be found on one's front door in the morning and whose stenciling and pasters were everywhere on the sidewalks. Regulation of wall billing and curbstone posting resulted in an increase in the number of poster-covered vans traveling the streets.

Advertising, while it seemed to the people of that period to have reached the limits of its spread, was still in a moderate volume in which mere proclamation was resultful, and copy on the bills was mostly the simple repetition of a name. The teaser and the catchphrase were, however, becoming common, adding to the insistent demand for attention. London's "King of the Billposters" at that time gave this copy advice: "You can hardly put too little in a poster; what you want are two or three good catch lines for the eye to rest on—then leave it alone."

The largest type in the middle-century bill often was printed in red or other color. Woodcut reproductions of trade-marks had long been appearing on the smaller bills. The size of such decorations was limited by the inability of engravers to use any but boxwood, which was not built up in sizes larger than a foot square until the late 1840's, when the use of pine for rough woodcut work made possible pictures of greater size. Then the human-interest illustration began to appear on billboards. In France and England small theatrical picture posters for doorway and indoor display had been made since the beginning of the century, and show cards for commercial products also. In England the pioneers in human-figure illustration are said to have been the makers of Macassar Oil for the hair, who showed in one color a woman with hair that reached to the floor, and Nubian Blacking, whose black-and-white picture of a Negro grinning at his reflection in a boot had an arresting quality and an interest that gave it dominance over the all-type sheets around it. These pictorial displays of the 1840's were rough woodcuts, for lithography, although discovered in 1796 and practicable for commercial use beginning about 1825, did not yet permit of size.

BIRTH OF THE MODERN ART POSTER IN 1867

The great impetus to *pictorial* outdoor advertising came in 1867 with the birth of the poster deliberately designed for attention by an artist of ability whose art was combined with advertising sense. At this writing he is still living at Nice, France—Jules Cheret, aged ninety-two, commander of the Legion of Honor, recipient of decorations also from the Italian and Spanish governments, Paris exposition medalist, painter of decorative panels in the Hôtel de Ville and Palais de Préfecture in Paris and, as mentioned in the English "Who's Who," the doer of "quantities of lithographs."

The father of the art poster was a lithographer doing labels and perfumery show cards when, in 1867, he got the idea. Being, besides an artist, a business man engaged in work that had to do with advertising, Cheret thought in terms of *réclame*. It is said the poster idea came to him from the sight of a garish bill put up by an American circus that visited Paris in 1866. The legend suggests Barnum, but Barnum was not in Europe around that time and, moreover, had no circus until 1870. Whatever it was that gave Cheret the seed of his idea, the first fruit appeared in 1867—a bold combination of color for Sarah Bernhardt in the fairy play "La Biche au Bois."

France had window and doorway posters before Cheret's, but while they were found to be artistic and meritorious when attention was called to them, they were not sufficiently attractive in themselves to make people stop and look. Cheret's work called from afar and yet was artistic. He thought first of getting attention, and happily succeeded in this without giving offense. It was a new art, and it was advertising that gave it birth.

Other French artists took up the same line of work—notably Grasset and Willette—and Switzerland produced Steinlen. But while these and a score of others achieved celebrity before the end of the nineteenth century (in 1900 it was estimated that there were two hundred poster artists in Paris) and while Grasset and Steinlen were by some critics considered greater than Cheret probably none equaled the originator of the art poster from the standpoint of advertising value. To his eye-arresting color schemes Cheret added action in his human figures which by itself would compel attention. His poster of rollicking children, made for a toy manufacturer long before the time when fine modern advertising psychology is supposed to have first

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come into the illustration, will compare favorably as an effective advertising illustration with the best-thought work of advertising artists of 1928 in any medium.

During his active career of some forty years Cheret designed more than a thousand posters and made them for everything from cough pastilles to world expositions. As late as 1900 his work was on the boards at every outdoor gallery in France, where the populace could feed its eyes on "suppleness, shivers, transparency, folds and coils"—a contemporary description of Cheret's style—and on "phantom women, but palpitating phantoms; women one would feel were alive, their silk rustles."

The universal conspicuousness of Cheret's art in Paris was described by a magazine writer in the 1890's:

It is difficult to conceive of Paris without its Cherets. The masses of variegated colors, rich blues, maddening yellows, brave reds and greens such as were never seen before on land or sea, greet one cheerily at every billboard, smile pleasantly, alluringly from the walls of every café. They arrest the progress. They compel attention, and herein lies its vantage as an advertising medium. A poster that does not "post" however artistic, has no *raison d'être*. This is Cheret's salient characteristic. The merits of the Saxoleine lamp, the value of a particular brand of medicine, are blazoned forth in bizarre colors that run riotously over the sheet, but, strangely enough, never clash with each other. He is vehement in his color schemes, but never harsh or vulgar. His subjects are full of jollity and movement.

When that was written France had been enjoying a monopoly of this art for a quarter of a century. In England progress in the true poster was slow, and in the United States still slower. The first art poster seen in England was a black-and-white drawn by Godfrey Durand for the newly founded Graphic in 1869. In 1871 came one for a pencil manufacturer by Walter Crane and also Fred Walker's *Woman in White*, showing dramatically the female of Wilkie Collins's novel stepping through a door into the starry night. From then until 1890, when Beardsley's weird black-and-white work began to appear as billboard advertisements for various products, there was little

EARLY POSTER ART IN THE UNITED STATES

advance in English poster art. The billboard enlargements of Millais's painting *Bubbles* and of the sculptor Focardi's "You Dirty Boy!" for Pears' Soap were outdoor pictorial sensations in the 1880's. But they were not true posters, nor did they appear in colors, being reproduced in black and white by the pine woodcut process.

Since the 1890's, however, England has, beginning with the work of Aubrey Beardsley, Dudley Hardy and Maurice Grieffenhagen, developed an advertising poster art that has kept ahead of the United States, and Italy and Germany likewise have shown a finer development of this difficult technique than has our own country. In England, Italy, France, Germany and Scotland, the posters of recent years displayed by railway companies, and by towns and regions to advertise their attractions to tourists, have been veritable works of art and have formed an outdoor gallery of special excellence. The World War gave the artists an inspiration to effort that produced posters breathing the national spirit which will live in history.

Poster development in the United States did not make a noticeable beginning until 1890, when Louis J. Rhead designed a poster for Harper's Magazine. Later he made a large and striking one for use by Pearline Washing Powder on the billboards, showing a girl in a red-and-green dress pinning a sheet on a clothes line, probably the earliest true poster in colors by an American artist. His magazine work in poster style for Packer's Tar Soap also was notable. Edward Penfield at about the same time began making a series of posters for magazine covers and newsstand display. Will Carqueville likewise appeared at this time with posters advertising the Century and Scribner's. Will H. Bradley's black-and-white work, somewhat similar to Beardsley's, came to the boards in the 1890's. The bicycle manufacturers were the first to employ posters on billboards. Their engagement of Bradley made his art known to the man in the street and first suggested the use of the pictorial poster to the breakfast-food maker and other general advertisers.

Evolution of outdoor advertising in the United States had followed the English, beginning in the seventeenth century with the heraldic inn sign. The picture sign and the tradesman's symbol—the skillet for the skillet maker and the wooden Indian for the tobacconist—

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arrived early in the eighteenth century. The wooden Indian, employed in England since early in the seventeenth century, came into such general use in America that hardly a tobacco shop anywhere failed to have its wooden red man beside the door. Then, as literacy increased, or growth of towns and competition made it desirable to have something besides the symbol of the trade, came the lettered sign.

The signboard was, however, an advertisement only to those who passed the place of the business. An auction sale handbill or a stage-coach time-table, tacked up here and there in the community, probably was the earliest posted advertisement in the true sense. Auction and stagecoach announcements preceded other handbills by many years, but after the middle of the eighteenth century small bills carrying the casts of theatrical performances were put up where crowds congregated, including the vicinity of the inn. Where the auction sale, the coach time-table and the theatrical bill were posted would seem the best place for other announcements, and when the tradesmen began to post at a place other than his shop the list of new goods received from abroad it probably was at the inn. As late as 1835 it was the practice to send broadsides offering farm machinery and other articles for sale to country inns with a request that they be posted. But all these postings were, while precursors of the true outdoor advertising, more in the nature of bulletin-board announcements.

Real outdoor advertising—promiscuous posting on walls, trees and fences—probably was done first, as in England, in behalf of lotteries, which were active in New England in the eighteenth century and are known to have used the printing press freely. Their handbills were tacked up where crowds gathered in the towns and on trees along the country roads.

Around the year 1800 the circus had become the principal outdoor advertiser, using eighteen-inch broadsides, and for many years led in the development of this medium for publicity. At the beginning of the nineteenth century the patent-medicine manufacturer introduced the painted advertisement on rock and fence. In the next thirty years printed broadsides of clothing-store announcements were seen on abandoned buildings in the towns and on trees along the roadways, and presently these stores were also employing paint for more permanent display of their names to persons entering the town.

BARNUM GIVES IMPETUS TO OUTDOOR ADVERTISING

Gosling's Blacking is credited with introducing the advertising van in the United States. A wagon carrying the advertisement for this article appeared in the streets of New York about 1830. By then billsticking had definitely arrived as a business, with the theaters and museums as the main support, and patent medicines, clothing stores and hatters next.

Barnum's entry as owner of the American Museum in New York in the early 1840's, with his huge banners and demand for larger and larger bills, was an impetus to growth in size of outdoor announcements, and also to the use of illustrations. Woodcut portraits of actors and actresses as large as six-inch heads had then been in use for some years for outside tack-ups in sheltered places as well as for window display. One of Barnum's first demands on his printer was for a head of himself four times the size of any yet made. The boxwood then in use could not be pieced together to a size larger than a foot. Edward Purcell, the artist to whom the problem was given over, decided to try pine wood, and succeeded. The result was a head of Barnum 24 by 36 inches, which received a tremendous amount of attention wherever posted, and introduced with a loud noise to the American public a countenance that was to be for fifty years the most familiar face in America. From the crude paintings of animals and freaks with which Barnum decorated the front of his museum came an impelling force for the development of illustrations in outdoor advertising. Soon the large portrait of Barnum was appearing with a flesh tint, adding color to outdoor displays, and presently his freaks were being pictured on posted bills.

Barnum's realism gave pictorial outdoor advertising its first strong impulse. His influence soon was seen in the posters made for the theaters, which began to show actors in their parts instead of mere portraits. Traveling circuses especially were influenced in their publicity by the success of Barnum's methods, and the few and poorly equipped wood engravers the country possessed in the 1840's found their services in wider demand. The walking billboard, or sandwich man, became a common sight in the streets at this time.

By 1850 outdoor advertising in the United States, while it had not reached the "golden age" attained in England, where the tax on newspaper advertisements had given the untaxed paste-up special

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development, was far advanced. Clothing stores in the larger centers—especially the Oak Hall Clothing Bazar at Boston—had painted announcements along every road within fifty miles. The patent-medicine advertisement became increasingly common. The next ten years saw growth to a point that caused outdoor announcement to be described as “a mania” and “a nuisance” that had “originated in England in an avoidance of the tax on newspapers.”

Just before 1860 began the great wave of patent-medicine advertising that in the next twenty years put painted letters from six inches to two feet high on rocks and cliffs, on barns and abandoned structures, on the roadside fence and other available places everywhere, and made advertising enterprise such as the painting of a rock at Niagara Falls by St. Jacob's Oil the talk of the country—and the cause of prohibitive legislation. Abuse of scenery by the mysteriously named patent medicine “S T 1860 X” brought about the first legislative regulation of outdoor advertising in the late 1860's.

Early development in the United States was faster in the painted advertisement than it was in the printed billboard sheet. A feature of English advertising which never reached America was the billboard on the inside walls of trainsheds. In this country advertisers had to content themselves with advertising in sight of the railroad right of way. They made up for loss at the stations by painting not only the sides but the sloping roofs of barns along the way with their reminders, besides rocks and other surfaces. An offer to give the whole barn a coat of much-needed oil preservative often was sufficient inducement to the farmer to permit the advertisement. When this was not enough, payment might be made in money, but as a rule remuneration was in tobacco or other articles advertised, including patent medicine.

In the late 1860's it was estimated that there were about 275 professional billposters and board and rock painters in the United States each employing from two to twenty men. The intense activity in cities which was noted in England a decade earlier had now spread to the United States. Fresh curbstone posters and stenciling on the sidewalks greeted people every morning. Telegraph poles in the streets and the pillars of New York's first elevated railway (1867) were plastered with bills. Likewise the risers on the “L” stairs. Teaser copy added interest to the display. Barnum's style of advertising was the

BILLPOSTER LETS NO GOOD SPOT GO UNADORNED

model for most store advertisers who attempted anything beyond a name.

During the Civil War the United States government was one of the heaviest outdoor advertisers, and was an influence for the spread of the idea. Posters calling for volunteers and offering large bounties for men appeared on sites which ordinary advertising had not been able to invade.

Around 1870 the business of billposting reached the stage of leased hoardings. In New York one of the first was a fence around the Post Office site, in 1869, and another a fence around the Worth Monument at Broadway and Fifth Avenue. The billposting firm of Kissam and Allen of New York (1872-1878) is said to have been first to erect its own boards. On these appeared advertisements for patent medicines, clothing, soaps, perfumery, steamships and other commercial enterprises, besides the announcements for theaters and other amusements which still made up the largest class of printed outdoor advertisements in the cities. In the country this was the period of the Buchu medicine and of "S T 1860 X," which let no good rock or obtainable barn anywhere go undecorated and set a pace which was not beaten until St. Jacob's Oil made the coverage by earlier advertisers thin by comparison.

Up to 1870 the painting and posting of outdoor advertising had been done by individuals employed by advertisers and by small local companies in limited territory, but in that year a national painting service was organized by Bradbury and Houghteling. This firm was through the next ten years the leading outdoor advertising company and painted the business of such leading outdoor advertisers as St. Jacob's Oil, Bull Durham, Battle Ax Plug, Tutts Pills, Mandrake Pills, Dr. Pierce's Golden Discovery, Wizard Oil, Hood's Sarsaparilla and Warner's Safe Cure. Another widely advertised article at this time was the Official Five Cent Cigar. "Hote" of Bradbury and Houghteling had a reputation for reaching and painting rocks regarded as inaccessible.

Besides Bradbury and Houghteling (1870-1883) and Kissam and Allen, the 1870's marked the birth of such concerns as R. J. Gunning in Chicago in 1873, Thomas Cusack, who began as a sign painter in Chicago in 1875, and O. J. Gude in Brooklyn in 1878. These companies

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soon became and continued to be for many years the leaders in developing outdoor advertising.

While woodcuts continued to be used for outdoors, lithography was making progress for window display. Although the United States had a lithographing concern as early as the late 1820's, when Pendleton Brothers began in Boston, use of this medium for advertising purposes was slow. Its first employment was for book illustration and then for black-and-white reproduction of paintings. The earliest reproduction in colors, an oil painting, was by Prang & Co. of Boston in 1856. Sale of chromos some years later figured in the beginnings of the mail-order business, but benefit to the mechanics of advertising did not come until the middle '70's, when the better class of theaters began to use lithography for window posters. The limit on size of a lithograph in the '60's and early '70's was twenty-eight by forty-four inches.

Lithography on the billboards—beginning with the lurid drama, the flamboyant circus poster, the burlesque show—dates from 1880, when the Courier Company of Buffalo made for "Uncle Tom's Cabin" a four-foot poster showing the bloodhounds chasing Eliza over the ice. In the same year the Strobridge Company of Cincinnati engaged Matt Morgan and several other artists to make posters for the lithographic stone. Morgan's work continued to stand out as good in the flood of crude work that followed and is credited with creating an interest in lithography that led to a demand for the process from general advertisers.

This demand brought about a study of the methods of Cheret and others in France and eventual development of outdoor pictorial advertising both striking and artistic. The American billboard as a gallery for real art was slow in comparison with beauty advancement in other mediums. But in time it gave the man in the street, besides the striking color combinations of the pure poster artist, enlarged examples of the exquisite magazine advertising work of master craftsmen like the late Coles Phillips, whose charming girls were put out in twenty-four-sheet posters and, in the street as well as in the reading chair, caused Holeproof Hosiery and other products to be associated in the public mind with beauty and agreeableness. To the billboard, too, came the work of Edward Penfield, Maxfield Parrish, the

AUTOMOBILE ENHANCES VALUE OF OUTDOOR DISPLAY

Leyendecker Brothers, Norman Rockwell, Clarence Underwood, Howard Chandler Christy, Adolph Treidler, Neysa McMein, N. C. Wyeth, Ludwig Hohlwein and others whose art had earlier provided enjoyment in the magazine pages.

Improvement in outdoor art work, which started in the '90's with the Bradley posters made for the bicycle manufacturers, was one feature of progress which began in that decade toward dignifying the billboard. To legislative prohibition of disfigurement the billposters added voluntary correction of conditions by formation of the Associated Billposters of the United States and Canada. This developed slowly, but by the end of the century there had come a censorship which barred the burlesque show and the more lurid drama from the boards of the more responsible concerns. Later, in some territories, the whisky advertisement was banned.



TRICKS OF THE TRADE

The battle between the sarsaparillas for public favor had its humorous aspects.

Then came the automobile and a rolling audience of thousands along country roads that formerly had seen only the occasional farmer going to town. The "circulation" that grew with the spread of the automobile gave outdoor display a new importance to both local and national advertisers. Certain suburban sites for the poster or painted board became as valuable in their way as the crowded street corner in the city is to the cigar store. Where there never had been a board the roadside in places now acquired long rows of them.

The average outdoor plant owner, whose only service to the advertiser had been in supplying a certain number of structures, now became a student of other highly important elements. Color schemes, position, passing traffic and its direction day and night, and competition for attention, became subjects for study and presentation to the advertiser. Stands were graded A, B and C. The steel and wood poster-stand, handsomely framed, and night lighting of boards by the method employed in art galleries, were other improvements that began to come in after this closer coöperation. The outdoor advertising

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structure, bearing art work of artistic and pleasing character, framed in a structure of tasteful design, became a thing of beauty. Some plant owners even landscaped the ground about their structures. Outdoor advertising obtained desirable sites which previously had not been open to it.

Grading of stands according to desirability and standardization of several thousand members enabled the national advertiser to make economical use of the outdoor medium everywhere. Arrangement of sites into units gave the advertiser a systematic distribution in the community instead of likelihood of his posters being thick in one section and thin in another. Various rules of practice were adopted and adhered to by which the advertiser was assured that he was receiving in every respect what he was paying for.

The result was a growth of confidence which, added to automobile circulation and the greater attractiveness that art and mechanical improvements had given to outdoor advertising, caused employment of the medium to double and redouble. With the formation of the Outdoor Advertising Association in 1925, in which were merged the Poster Advertising Association and the Painted Outdoor Advertising Association, came a still more effective organization for the encouragement of outdoor display and a more pleased acceptance by the public. Among the standards of practice adopted by the Outdoor Advertising Association were these:

1. No structure shall be erected that constitutes hazards to traffic, i.e., blocks the view of dangerous curves or intersections.
2. Structures are not to be erected upon state-owned highway lands and only upon land leased or owned by the companies.
3. No structures are to be erected which destroy scenic beauty.
4. No structures are to be erected in purely residential districts.

Such self-imposed restrictions, which have been growing tighter and tighter since 1900, have brought about a change in the public attitude toward the poster board and painted board. This change is evidenced by relative absence of the anti-billboard agitation which for half a century was kept up with continuous attack by civic bodies, art associations, women's clubs, magazine writers, newspaper contributors and legislators. The "clean-up" here, as in other advertising mediums, has had the effect of increasing the business of the outdoor

SPREAD OF IMPROVED METHODS IN OUTDOOR WORK

companies by making the medium attractive to the most substantial classes of advertisers.

In the promotion of business, outdoor advertising has profited much also from the formation of the National Outdoor Advertising Bureau in 1916, which has grown until in 1928 its membership includes 222 advertising agencies and the bureau is placing business amounting to \$25,000,000 a year, or more than a third the estimated total for all outdoor advertising. Another influence which in a few years has made big strides in the development of every phase of outdoor advertising is the General Outdoor Advertising Company, formed in 1924 by the amalgamation of the "Fulton Group," the Thomas Cusack Company and the O. J. Gude Company into one national organization.

In the outdoor advertising industry individual credit for the spread of better methods is given first to Edward A. Stahlbrodt of Rochester, N. Y., who in the early 1890's led the movement in the trade for adoption of ethical standards, the dignifying of the billboard, and encouragement of the better class of business. Later Barney Link of Brooklyn, President of the Poster Advertising Company, with plants in a half-dozen cities, became the most active proponent of national coöperation for betterment in every phase of outdoor advertising, and it was mainly through his efforts that the work begun by Mr. Stahlbrodt was made effective through the country. With Barney Link was associated Kerwin H. Fulton, whose early labors in the interest of a loftier plane for outdoor advertising had helped bring the industry to the high standards it had attained in 1925, when Mr. Fulton became president of the General Outdoor Advertising Company, of which he was soon to be chairman of the board.

Individuals who previous to the formation of the General Outdoor Advertising Company had built up the largest companies were Thomas Cusack, R. J. Gunning and O. J. Gude. Of these the main figure was Thomas Cusack, for nearly fifty years active in outdoor advertising, whose company was the largest when it absorbed the Gunning System and several other companies in 1909, and was the principal unit to go into the General Outdoor Advertising Company in 1924, the Cusack contribution being some 76,000 painted walls,

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bulletins and poster panels in forty-one states, operated from forty-seven owned or leased branches.

Members of the Outdoor Advertising Association in 1928 control plants in some 16,000 communities in the United States. It is estimated that 90,000,000 persons see the advertising placed in the structures of its members. At this writing approximately a thousand national advertisers are employing the outdoor medium.

A branch of outdoor advertising in which the United States has taken no lessons from England or any other country is night display. Barnum's big gaslit sign for his museum, which "illuminated Broadway for several blocks" in the 1840's, was a sensational employment of the gas signboard, then in use for some years by amusement places. The gaslit sign became evidence of enterprise. Drug stores, tobacco shops and barrooms especially made use of this form of street advertising. In size the theaters led, and the theatrical district of New York even before the advent of electricity had a degree of illumination that drew people and extended the hours during which the shops found it profitable to remain open.

The huge electric sign as an advertisement away from the home of the advertiser was born in 1891 on Broadway, New York, which it presently made the great white way. The site of the first sign remained for ten years the preferred position for such a display. Madison Square was then the center of New York's theatrical district. The blank wall of a nine-story building at the south end of the triangle formed by the intersection of Broadway, Fifth Avenue and Twenty-third Street, later occupied by the Flatiron Building, provided a high spot that was visible for blocks up Broadway and Fifth Avenue. It had for some years carried painted display for Spencerian pens, Sapolio and other products. On this wall amusement interests at Manhattan Beach erected in 1891 a sign fifty feet high and eighty feet wide, containing 1,457 lamps, which gave the world in a new and sensational way the information, "Manhattan Beach Swept by Ocean Breezes." The first large electric advertising sign was promoted by O. J. Gude, head of the then largest outdoor advertising concern in the East.

Stereopticon projection of advertisements was one of the early uses

SENSATION CAUSED BY FIRST ELECTRICAL DISPLAY

for electricity. In the '90's the "searchlight" was employed to throw words and pictures on walls and on pavements. Where the beam found a spot high enough these advertisements could be read from a distance of several blocks. The fixed electric sign, however, made greater progress.

Amusements and newspapers were the earliest users of the new medium. The second large sign to appear in the Madison Square district was put up on the roof of a five-story building at Broadway, Fifth Avenue and Twenty-fifth Street, facing the building on the Flatiron site across the square. This sign was sixty feet wide and thirty high, and proclaimed that the New York World had a circulation of "over 5,000,000 a week." Other, though smaller, signs sprang up here and there, mainly on buildings owned or occupied by the advertiser.

The novelty continued to excite wonderment. When the New York Times in 1895 erected a sign composed of 250 "jets" over the entrance to its building in Park Row an unprejudiced writer in *Printers' Ink* described the sign as "striking and almost startling to behold." Its location near the street surface gave it extra brilliancy.

Manhattan Beach held the Flatiron location for several years. Pictorial shapes appeared on it when the Manhattan Theater leased the space. It then carried a turtle in colored bulbs that flashed on and off, while a message in huge letters advised the crowds to "See the Turtle, A Snapping Success."

For these big signs around Madison Square the advertiser paid in 1898 about \$8,000 a year rental for the site and about \$4,000 for current and wages of the operator then necessary to each flashing device. In 1899 the Continental Tobacco Company leased the Flatiron electric sign site for a brief term, inaugurating use of it by national advertisers, and a leading article in *Printers' Ink* recorded that "electric signs composed of numerous incandescent lights appear to have achieved considerable popularity."

When Heinz obtained the Flatiron site competition for it had more than doubled the rental in a year. His outlay in 1900 was said to be \$25,000.

At the top of the fifty-foot Heinz sign appeared an enormous pickle in green bulbs, with the name "Heinz" across it in white. Below in

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successive panels the bulbs spelled out "57 Varieties," "Chili Sauce," "Tomato Catsup," "Vinegar" and "Sweet Pickles." These products, each in a different color, flashed one at a time. For several years—until the site was cleared in 1901 for the Flatiron Building—the huge blazes of color in the Heinz sign fascinated all who saw it. The Heinz display became known all over the country as the latest wonder of electricity and the most enterprising advertising stunt of the age.

This brought other products with national distribution into the new medium, and amusements and department stores no longer constituted so large a percentage. Chicago, Atlantic City, Detroit and other cities in which evening crowds were large became scenes of brilliant display after dark.

Broadway, however, has remained the great white way of the world. In no other place on earth is there such concentration of interesting sights in the night sky. With the perfection of automatic devices came human and animal figures in action and a bewildering number of pantomimes that kept all eyes upturned. A cork popping from a bottle, followed by foam and the running champagne, beer or ginger ales, was one of the popular devices of the first decade of the twentieth century. Fountains threw silvery columns into the air, selling the purity of mineral water. Animals chasing each other across the sky drew attention to various announcements. At Forty-second Street the illuminated and moving hands of a clock on a roof reminded that it was time for a drink of White Rock or that White Rock is "The Water for All Time." Every few moments a maid holding up her skirts would be seen crossing a street in the sky and getting caught in a shower of realistic rain, which, however, you knew would not injure her petticoats, for they were Heatherbloom. A cat tangled in the ravel from a spool of Corticelli Silk Thread remained a favorite with the sign gazer for ten years.

By 1905 the great white way extended north to Forty-seventh Street, and several of the largest and most interesting signs were in Times Square. Scores of national advertisers, including Wrigley, were now employing the latest medium and testing the ingenuity of the electrical picture maker.

In New York Harbor the 200-foot Colgate sign on the Jersey side, with its forty-foot clock, was an example of the spread to regions

CHARIOT RACE HELPS MAKE THE GREAT WHITE WAY

other than Broadway. Throughout the more thickly populated parts of the country the electric sign became a feature of the sky. At Alliance, Ohio, the six letters of the name "Morgan" ran down the 400-foot smokestack of the Morgan Engineering Company. Not only in cities and towns, but on manufacturing plants along railroad rights of way the electric advertisement in great size was giving prestige to those who used it. If the cities outside New York were unable to produce so extensive a display as New York's, they had individual signs that rivaled the large Broadway showings in size and interest.

In 1910 Broadway acquired an eighth wonder when the Rice Electrical Display Company of Dayton, Ohio, built in New York on the roof of Hotel Normandie, overlooking Herald Square, a display that was, altogether, seven stories high. The Roman chariot race that was pictured on the lower half of this sign drew crowds to Herald Square nightly for four years. Millions saw the exhibition, and for many of them this electrical advertising device was the prime attraction of a trip to New York. The seeming motion of the horses, the drivers' bodies and their whips, was obtained by 2,500 flashes per minute. Twenty thousand bulbs of various colors were used, and these required 70,000 connections and 2,750 switches.

Over the chariot race some of the "Leaders of the World" who made their announcements there during the first year of the race were Armour & Co., Remington Typewriter, Prudential Insurance Company, National Cash Register Company, Washburn-Crosby Company, Walkover Shoes, Walter M. Lowney & Co., National Surety Company, Optimo Cigars, Quaker Oats. Erection of a twelve-story building which cut off a view of the race forced a discontinuance of this marvelous display in 1914.

While the big chariot race was still rushing madly along and giving fame also to the products that were flashed above the picture the author had a reminder of how far Europe was behind the United States in this form of advertising and also of the attitude of the average English advertising man—of that day at least—toward display that really forced attention. The writer was invited by a London friend to step out from his hotel and view an electric sign on Piccadilly which was the newest sensation in English advertising methods. It was a simple device about ten feet long which flashed the letters and had no

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other feature of novelty. Temptation could not be resisted to tell the London friend about the chariot race in New York. The Englishman, greatly impressed by the description, remarked, "I say, but isn't it a bit conspicuous?"

Of the hundreds of attractive displays since advertising began to make the great white way none was more famous than the Wrigley Spearmint sign that, beginning in 1917, stood for eight years on the roof of a building on the west side of Broadway, extending from Forty-third to Forty-fourth streets. It was the largest ever erected—200 feet long and five stories high. The little spearmen, whose antics during eight years had the rapt attention for varying length of time of nobody knows how many millions of people from all parts of the country—and of the world—were fifteen feet high. The "motions" which each spearman went through took eight different flashes to complete the cycle. The tails of the gorgeous peacocks at the top of this sign were sixty feet long, and the spouting fountains, which at either end helped keep up a continuous activity, were 34 feet high. There were 15,000 bulbs of various colors in this display. Rental and operation totaled \$100,000 a year. When it was decided to tear down the old structure on which the Wrigley display stood to make way for the Paramount Building the news was flashed in newspaper dispatches to the many the world over to whom the Wrigley advertising sign was still a vivid memory. Its discontinuance was news of international interest.

The lad in the country village may know nothing else about New York, but he does know about the big electric signs. Kings and princes and others of the great from all parts of the globe on arrival express as among their first desires a sight of the great white way. They, too, marvel at it. If Times Square is "the crossroads of the world" the advertisers who maintain the electrical displays there have had much to do with giving it that international significance. General psychological effect of street illumination by advertising signs was recognized during the World War when an order to darken Broadway was modified because of the dispiriting influence of darkness where there had been the brilliancy of day. The night display sections of New York and other cities form another of the contributions made by advertising to the pleasure and happiness of the people.

Outdoor display—whether in the form of the poster, painted board or electric sign—does not appear to have suffered through the growth of literacy and the reading habit. Before the days of great newspaper and magazine circulations a principal motive in using outdoor advertising was to reach the masses of people who were not regular readers of periodicals, perhaps seldom saw a newspaper or magazine. In the 1870’s the percentage of outdoor expenditure in the total of commercial advertising may have been as high as 30 per cent. In the early ’90’s it was estimated at 25 per cent. As a result of wide spread of the habit of reading and the tremendous growth of publication advertising, the percentage of outdoor in the total has decreased. But if outdoor has not held its percentage it has, nevertheless, like all forms of advertising, shown a big growth since the 1890’s. The pictorial display, which has an attraction for every human being, however educated he may be, and for which the outdoor medium provides a special opportunity, has done as much for outdoor advertising as it has for advertising in other mediums. Outdoor publicity has a value by itself under certain conditions, and as a complement to newspaper and periodical advertising will continue to have large employment.

CHAPTER LIV

THE STREET CAR AND THE THEATER PROGRAM

Street-car advertising, which in 1928 represents a figure that is less than 2 per cent. of the estimated total expenditure for newspaper, periodical and outdoor advertising, is a medium which has played a rôle in general development greater than its place in the expenditure part of the picture would indicate.

A card tacked up in the saloon of the early river steamboat was the progenitor of the street-car card in the United States. In the stages that preceded cars running on rails there was not, so far as known, any advertising. The first street-car rail line in the world, opened in 1832, was the New York railroad that ran from the Bowery to Harlem, using Fourth Avenue part of the way. This was the only line until 1852, when the Second, Third, Sixth and Eighth Avenue lines came. Boston got its first rail line in 1856, Philadelphia in 1857. Europe had none until 1860, and London none until 1869.

There is no record of any form of advertising in New York street cars until about the middle of the century, when the dry-goods house of Lord & Taylor is said to have begun to hang up announcements in the New York cars. This would make Lord & Taylor the first street-car advertiser in America.

In London in the meantime advertising in the omnibus had developed in connection with the great expansion of outdoor display there in the 1840's. Announcements were posted in the interior of the London bus apparently to the full extent of available places. Dickens at the middle of the century speaks of the advertising in "the panels" of the London bus as suggestive of Belshazzar's palace. A writer in *Chambers' Journal* in 1861 made note of a high development of interior advertising in steam railroad coaches in England. The advertisements were, in the second- and third-class coaches, "stuck up in the carriages

HANDBILLS AND PANELS IN STREET CARS IN 1870'S

exactly opposite the unhappy wayfarer," who was "forced to travel for hours in their odious company." This crusader incidentally admitted the advertisements were effective and gave something by way of description of them. "I can fancy," he said, "a bucolic person going to Leery's Lodging House because he sees its advantages portrayed before him in his railway carriage until he can think of nothing else, but why should he leave his tailor's (who 'made' for his grandfather) on account of an indelicate pictorial exhibition of a pair of trousers issued by a rival establishment? I know he does do it, but I do not know his motive." One advertisement posted in English railway stations, and presumably also in the carriages, that "fatigued and dazzled the eyes," was a bedstead "sent free by post." This had, in the stations if not in the carriages, "a hundred flaunting companions." The English station panels and railroad carriage cards in 1861 "imperiously demanded attention for some new thing or some thing so long established that it was better than anything new."

When advertising in all its forms was still at the stage where contemporary printed records of it are mainly in the form of denunciation as a nuisance or in sarcastic comment on its excesses, specific mention of street-car advertising in the United States is rare. Information on this form of announcement in our country before the 1870's is as meager as the probable extent of the practice. That there was some systematic advertising in the street car long before the 1885 date generally accepted as the beginning is evident from a mention in the *History of American Journalism*, written in 1872, in which the author, Frederick Hudson, says: "In our [New York] street or horse cars the panel advertising system is in vogue." This probably refers to a frame containing several panels, and it appears that this method may have been in use in New York to a limited extent in the late 1860's. In some cars this panel seems to have been a narrow frame placed inside on either side of the door, in others an oblong affair containing three or four sections and fastened more or less loosely over the windows, where it added to other rattle produced by the bouncing of the car over the tracks.

A favorite position for street-car announcements in the '70's and '80's was near the coal stove, where most passengers tried to place themselves in winter, the straw that covered the floor being in-

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STREET-CAR ADVERTISING IN 1870's

A Philadelphia car during the Centennial Exhibition. Note the panels over the windows. From a drawing in the *London Graphic* for July 15, 1876.

sufficient to keep the feet from the sensation of numbness. When this was not a framed announcement, it was a posted dodger or two or a bunch of dodgers hung by a string from the ceiling with the invitation, "Take One." While the dodgers may have been placed by private arrangement with the conductor, it seems likely the frame was a formal concession by the street-car company.

There was also a glass-covered frame over the door inside some of the Broadway and Fifth Avenue coaches in the '80's. In this was placed an announcement, usually by a retail store on the car route, for which copy was not changed during the term of the contract. The glass became covered with grime and the advertisement under it often could not be read. Poor lighting made any announcement in the horse car or coach of little value after nightfall.

Sketches of crowds in Philadelphia during the Centennial Exhi-

bition show that street cars there had neat advertising panels over the windows in 1876. New York, Philadelphia, Boston, Chicago and other large cities were the first to see dodgers and framed cards in the street cars, but it was not long before the practice extended to all towns that had this transportation. When a more systematic employment of street cars began one of the first evidences of it was the advertising board on the roof of the car. This board, a few inches high, ran the length of the raised portion of the roof. On the slopes over the entrances might be smaller boards, all faced so that people on the sidewalks would see them. The riser of the step also carried an advertisement. "Ivory Soap—It Floats" was still seen in this position in the

late '90's. The outside car advertisement was discontinued in the United States around 1900, but in London the motor bus in 1928 is still carrying announcements which nearly cover the exterior.

Copy came from local stores until about 1884, when Sapolio brought national advertising to the street car, starting with the tops of the Fifth Avenue stages in New York. About this time Sapolio leased the risers on the stairs running up to the platforms of the Sixth Avenue "L," a position used also by "H-O" and acquired in the late '80's by Royal Baking Powder—and retained by it ever since.

Up to about 1884 concessions by the street-car companies had been to conductors who had taken up contracting for space as a sideline. One of the earliest of these in New York is said to have been a man named Chase, a character typical of the picturesque, good-natured tribe of old-time horse-car conductors, acquainted with everyone along the line. Chase's concession was in the cars of the Third Avenue Company, and he is believed to have obtained considerable patronage from merchants. Among the men who thus acted as agents in a small way for street-car advertising in the '70's was William J. Carleton. According to a reply by Printers' Ink to an inquiry in 1914, Jesse Wineburg of the New York City Advertising Company was authority for the statement that "Billy" Carleton was a conductor on the Third Avenue line, and began by tacking up signs in his car while he was still collecting fares. This, according to the same authority, was probably as far back as 1875.

About 1886 Carleton went to his old home in Boston and became a street-car advertising contractor, devoting all his time to the business. While Carleton was operating locally in Boston the business was also developing locally in other cities and acquiring dignity. In New York and elsewhere men of business experience had become interested in the possibilities of street-car concessions. Around 1884 began the attempts which mark the real start of organized selling of street-car space.

In New York, even before Carleton left for Boston, Colonel George Bliss had organized the Manhattan Railway Advertising Company. Later in the '80's Colonel Ewing Hill formed the Western Advertising Company in St. Louis. Boston about 1890 had a company under the guidance of Clinton Elliott which covered New England, and in

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Michigan there came the Michigan Street Car Advertising Company.

Formation of these companies had been encouraged by the larger and roomier cable-drawn cars, better adapted to advertising which, originating in hilly San Francisco in the '70's, began to be used in other large cities in the '80's. These cars provided better space for racks over the windows, were better lighted than the old horse cars, and furnished more attractive surroundings for the advertisements. Cable cars made up but a small part of the total cars in the country, but what was done in them had an influence for greater effort to make advertising in the horse cars more attractive.

Then, in 1889, William J. Carleton returned to New York and with George Kissam formed the firm of Carleton & Kissam. This firm was the first to sell street-car advertising on a national basis, and succeeded despite the difficulties presented by cars in a variety of type, making necessary cards of various shapes and sizes. While they were selling this odd assortment of space Carleton & Kissam were working to obtain uniformity. The firm is credited with securing general adoption of the advertising rack invented around 1890 and with inducing car companies and builders to design cars with a view to giving prominence to the advertisement cards. Revenue from street-car advertising, estimated at \$25,000 for the whole country in 1886, had by 1890 grown to an estimated total of \$200,000, and street-car companies were giving the advertising rack serious thought.

Now came also the electric car, with its roominess, its fine light for evening display, its heat which did away with the universal floor straw and stove, and its general attractiveness to give a better setting for the advertising and to encourage employment of it. Growing standardization of size, which was assisted by new construction for electrical operation, was an influence for use of car cards by national advertisers. Rapidity of the progress made by Carleton & Kissam is shown by growth of cities and cars for which the firm became agent. In 1889 they controlled the cars in 9 cities with about 1,000 cars. This by 1895 had increased to 54 cities and 9,000 cars.

Carleton & Kissam conducted an elaborate campaign of selling street-car advertising to national advertisers, using among other methods either the front cover, a double page or a page each week in *Printers' Ink*. Also helpful to growth of the medium was the suc-

JINGLE PERIOD GIVES IMPETUS TO CAR CARD

cess of such campaigns of 1891 as the De Long Hook and Eye jingles on "See that hump?" and the Plymouth Rock Pants "Do You Wear Pants?" query.

The jingle and illustrations gave street-car advertising its first big impulse. By 1895 a half-dozen national advertisers were each putting from \$75,000 to \$100,000 into street-car work. Some sixty general advertisers were employing the medium, and it was estimated their annual expenditure there ran over \$2,000,000. Car builders had adopted the uniform rack of sixteen spaces and the 11 by 21-inch card size, and about three quarters of the cards that went out for national advertisers were in the standard size.

For the first systemization of street-car advertising, and obtaining a setting that made its use attractive to general advertisers, the Street Railway Journal in December, 1895, gave credit to Carleton & Kissam:

The street railway companies of the country owe a debt to this firm [Carleton & Kissam] which is none the less important because not always realized. To them more than to any other person is due the credit of introducing method and order in street-car advertising. Those who remember the old custom practised by many roads of carrying advertisements on the roof and elsewhere outside the car will appreciate the value of this improvement. Carleton & Kissam always advocated two distinct measures: confining the cards to a single row of tasteful racks on each side of the car, and of making them attractive to the eye. That their judgment was good in this respect is shown by the almost universal adoption in this country of these ideas, and by the large business which the firm controls in street-railway advertising.

Artemas Ward, who as advertising manager of Sapolio had shown faith in street-car advertising before it was sold on a national basis, late in the 1890's decade organized the firm of Ward & Gow, which listed 3,500 cars in New York and 1,100 in Chicago, and in 1899 offered 14,000 cars in 93 cities, placing through the controlling local agent in each city. Ward & Gow control was not, however, sufficient to prevent duplication in solicitation or cutting of rates, and the arrangement which the firm had with advertising companies in other cities was soon terminated.

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Among the local and regional agents was a young man who, in 1890, at the age of seventeen, had started selling space in the street cars of cities in Tennessee—Barron G. Collier. He acquired leases in various cities of the South and East, and in 1900 came to New York and organized the leading street-car advertising companies into one selling unit, the Street Railways Advertising Company. To Mr. Collier with his ability and keen business judgment is due much of the great development which has taken place since 1900. Through a chain of seventy-seven offices in the principal cities of the United States the Collier organization, with cars standardized for thirty cards and the 11 by 21-inch size uniform everywhere, is able to put up a card the same day in tens of thousands of cars operating in cities throughout the United States. It is estimated that 40,000,000 passengers are carried daily by street cars, subways, elevated lines and suburban railroads in the United States, and the opportunity which the 30-day card gives for repetition to this mass is one of the points made for street-car advertising. Mr. Collier's great success, brought about through his own efforts, has made him not only a wealthy man but an outstanding figure in advertising, benevolent and financial circles of the nation.

The Theater Program

A minor but familiar medium for advertising is the theater program. In its earliest days in England the theatrical bill, as mentioned earlier, was a contributor to good typography. Just when it began to carry advertising is not certain, but in this country the single-sheet, three-column bill with the cast running down the middle column and a column of advertisements on either side was in use around the middle of the nineteenth century. The program of four pages appeared during the Civil War, if not earlier.

In 1864 Wallack's Theater in New York had a program varying from four to eight pages. George P. Rowell, in New York as a bill collector for the Boston Post, saw this program. In his reminiscences he told how it influenced his career:

The work of the day having been satisfactorily performed, I decided to allow myself the relaxation of a visit to one of the New York theatres. I secured a seat in the balcony at

The Daily Critic.

VOL. 1

After the Performance Call at G Chaliada's, 108 West Baltimore Street.

No. 82

W E. ANDERSON'S Large Furniture Ware Rooms, 10, 12 and 14 Second St., one Block East of Post Office.

CHARLES M. STIEFF,



MANUFACTURER OF
GRAND AND SQUARE PIANO FORTE,
Manufactory-102, 108, 107 Franklin Street,
Worcester-Me. 7 North Liberty Street.

G. W. BARRUS,
No. 811 West Baltimore Street,
Requests the attention of the LADIES to his
SPRING OPENING OF
Rich and Medium Lyons SILKS,
DRESS GOODS, EMBROIDERIES,
LACES, &c.
Being one of the most attractive Stocks ever of-
fered for Spring and Summer wear, at retail at
moderate prices. ONE PRICE only suit!

FORTY STYLES

Childrens' Carriages.
From \$4 to \$30.

"TEMPLE OF FANCY."
George P. Steinbach,
7 W Baltimore St. cor. Tripletts Alley.
Couches repaired.

TEMPERANCE TEMPLE,
NORTH GAY STREET.

(BEAN BUILDINGS).

ON TONIGHT and every NIGHT during the week.

WITH
SMITH'S ORIGINAL AND JUSTLY CELEBRATED
OLYMPIC MINSTRELS,

AND
BURLESQUE OPERA TROUPE,

Comprising Eighteen Performers and Brass Band.

The performance will consist of Gems of Minstrel-
ry, Burlesque Opera, Laughable Songs, Dialogs,
&c. &c. by the best talent at hand that has appeared
in this city for a long time.

Admission 15 cents. Front seats for ladies. Open
1, commence at 7 1/2 precisely. until 11 1/2.

31 North Howard Street. 21

The cheapest Hosiery, Gloves, Corsets,
Hair Pins, Laces, Ribbons, Laces, Buttons, Hoop
Bands, Gimpers Laces and Simple Trimmings in every
city.

Hosiery! Hosiery! Hosiery!!!

The largest and best assortment of 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.

ADVERTISE IN THE CRITIC

HOLLIDAY ST. THEATRE

Lessee and Manager. JOHN T. FORD.
(Also of Ford's New Theatre, Washington, D. C.)
Stage Manager. T. A. HALL. Leader of Orchestra. J. H. ROSEWALD.
Treasurer. JOHN WELLS. Prompter. GEO. LASCRILES.
Doors open at 7 o'clock. The Curtain rises at a quarter to 8 o'clock.

Last Appearance but Three of the Great Artists, Mrs.

D. P. BOWERS!

Wednesday Ev'g, March 23,

Will be Presented for the Last Time, the Drama of Intense Interest, called

Leah, the Forsaken!

LEAH, a Jewish Maiden. Mrs. D. P. BOWERS
Lorrey, an old Magistrate. Mr. W. H. BOKER
Ludwig, a Barber and Doctor. Mr. J. T. RAYMOND
Groggen, a Dutchman. Mr. LANGLEY
Trity, a Baker. Mr. KING
Madeira, Niece of Father Herman. Mr. O. S. FAWCETT
Mother Groggen, a Landlady. Mrs. FRED WILLIAMS
Mrs. MARK SATES
Rudolf, his son. Mr. JAS. A. HERNE
Father Herman, a Village
Priest. Mr. J. RAYMOND
Jobseley, a Taylor. Mr. WARLEY
Jacob's Country Youth. Mr. O. S. FAWCETT
Dance Gertrude, an Old Woman. Mrs. M. MORILL
Roeel, Jacob's Sweetheart. Miss BARLOW
Leah, the Child of Rudolf and Madeira. LITTLE ELLIE

JEWS.

Nathan, an Apostate Jew, known as Carl, the Schoolmaster. Mr. G. F. DEVEREAUX
Auretham, a Blind Old Man. Mr. T. A. HALL
Sarg. Mr. G. C. GERRON

SYNOPSIS OF INCIDENTS

Act 1st.—Pantheum.—eril of Leah—A Strange Interposition—Thrilling Tableau!
Act 2d.—The Ruined Cross—The Jewish Maiden's Prayer—The Resolve!
Act 3d.—The Test—Storm—Recognition of the Apostate—Plot!
Act 4th.—The Wrath—A Benediction—A Fearful Discovery—Leah's Curse!
Act 5th.—The Outcast and Fugitive—Hate Subdued—The Token Surrendered—Grand Tableau!

To-Morrow Night, Tom Taylor's Celebrated Drama,

PLOT AND PASSION!

New Overture - - - - - Orchestra.

PEOPLE'S TELEGRAPH!

NEW FIRST CLASS LINES TO ALL PARTS OF U. STATES & BRITISH PROVINCES

Prompt, Accurate and Reliable.

33 Baltimore Office, 23 SOUTH STREET, BARNUM'S CITY HOTEL
and HARDEN'S EXPRESS OFFICE, Corner of Baltimore and Sharp Streets.

DOUBLE TUBE

PIPES



TOBACCO PIPES.

Promoted universally to be the best in the world for luxury, economy and health.
Manufactured only by THE TOBACCO PIPE COMPANY, No. 1, GRABBY ST., BALTIMORE. For sale by Dealers generally.

E. ORSEY JOHNSON,

N. E. Corner of Light and Pratt Streets.

Keeps on hand a large and choice stock of

Steam-Refined & French

CANDIES,

Also, exclusive daily a choice stock of

FOREIGN AND DOMESTIC

FRUITS,

NUTS, &c.

—00—00—

All Orders entrusted to his care will be

carefully attended to.

Ladies! Ladies!!!

We are doing out our WINTER STOCK of

GAITER BOOTS AND SHOES,

AT REDUCED PRICES!

Call and examine.

No. 69 W. Baltimore Street,

(8 doors from Gay street).

G. W. M. CROUSE.

NEW SPRING DRESS GOODS.

REGULAR OPENING AT

WHOLESALE AND RETAIL.

GEORGE H. C. REAGAN, No. 41 Broadway street.

Has now opened an extensive stock of

Plain and Fancy DRESS, WHITE AND COLORED SILKS,

Black Taffeta, a Grand de Balloons and de la Grande

Mourning Silks, Laid in Light & Dark Colors.

NEW SPRING DRESS FABRICS.

Dress and Leather shades all colors. (Cashmere, J.

Doyle and Leather shades all colors. (Cashmere, J.

Doyle and Leather shades all colors. (Cashmere, J.

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THEATER PROGRAM ADVERTISING IN 1863

Cover of a four-page, 10 x 14 inches program printed for Baltimore playhouses in Civil War days.

THE HISTORY AND DEVELOPMENT OF ADVERTISING

Wallacks'. What the play was that evening, I have never been able to recall, but that visit to the theater changed the current of my life. I saw there something that was new to me. The playbill not only contained the program of the performance but down the side and on the back, and on additional pages, were advertisements of New York shops, restaurants, hotels, drug stores, and what not. I thought I saw possibilities for me in that playbill. It could be introduced in Boston.

Mr. Rowell induced the Boston theaters to accept his idea and for three weeks he supplied them with programs, from which he made a profit of \$600. This profit gave new life to a thought which had been recurring to him: "the possibility of obtaining advertisements in the city to be inserted in smaller cities and in country towns and country villages." Three months later Rowell became a general advertising agent. It was thus a theater program which really started on his career a young man who became the outstanding figure of the nineteenth century in advertising.

Next we have the possibilities of the theater program attracting another young man who was destined to become an important influence in advertising development. In "The Americanization of Edward Bok" is told the story of how the modern small-sized book program, with its interesting items of reading matter and many advertisements, originated in the early 1880's; when young Bok conceived the idea of supplying the booklet-size program to a group of theaters, with the advertising revenue as his reward.

Position as the theatrical center has, of course, made New York the principal scene of program development. In 1885 Frank V. Strauss began developing the business on a larger scale, and by 1889 his company found it necessary to have its own printing plant. His business and that of a competitor, Leo Van Raven, were combined in 1900 into the New York Theater Program Company, which in 1928 supplies the programs for sixty-five leading theaters in New York and distributes 1,600,000 copies per month. Other programs, issued for groups of outlying theaters in New York and its suburbs, raise the total circulation of theater programs in the New York metropolitan area to more than two million copies a month. In Chicago programs are issued covering sixteen theaters; in Philadelphia, eight. In every

MILLIONS SPENT IN A MINOR MEDIUM

city in the country the plan is in operation, and in many of the more populous counties groups of small towns are served with theater programs from a central agency. It seems likely that five million dollars or more a year is placed in theater program advertising in the United States.

CHAPTER LV

WORK OF THE MODERN ADVERTISING AGENCY

Advent of the modern advertising agency brought a constructive factor of the greatest significance.

Previous to 1890 the function of the advertising agent was simply to buy space and make sure that the advertisement appeared as ordered. He would, if requested, look after composition and electrotyping of the advertiser's copy. He had, of course, an interest in success of the advertiser and in a wider acceptance of advertising as a business aid, which he was constantly preaching; he was conscious of the waste produced by ineffective copy and other lack of method, and was active in counseling more systematic planning. But after warning against spasmodic effort, haphazard selection of mediums, and appeal and copy that had not been carefully considered, the advertising agent of the 1880's felt that he had discharged his obligations.

The custom of buying space in bulk and selling it to advertisers according to their needs was widely prevalent. The agency had its "list" which was sold as a whole, and in this list would be a generous sprinkling of papers from whom the agent had purchased bulk space at a discount. Advertisers who made up their own lists learned that it was profitable to submit the list to several agents for bids. The agent who found in the advertiser's list the greatest number of papers included in his bulk contracts was able to make the lowest price. Where there were no bulk contracts to give an advantage over other agents there might be as good an advantage in a better knowledge of the relative responsiveness of the papers to bargaining tactics.

In its own advertising the space-broker type of agency usually accentuated its knowledge of mediums and their actual circulation. A favorite method of building prestige was to emphasize the number of

PROMOTIONAL WORK THE SERVICE OF EARLY AGENCY

newspapers that were "regularly kept on file for the inspection of advertisers." The Rowell agency's exhibit at the Centennial Exhibition in 1876 was, as told in an earlier chapter, a file of current newspapers from every town in the United States. In 1885 one of the most successful of the younger agencies was featuring strongly in half-page advertisements in general magazines that it had "the handsomest advertising office in New York City." As late as the end of the century a leading agency's appeal was its "list" of general magazines and another's its "list" of religious papers.

While such reasons for existence later came to be regarded as insufficient it should be remembered that selection of mediums then presented a greater problem. It was a more difficult part of the whole than it was after circulation figures became more reliable and the experiences of a larger number and variety of advertisers had provided more precise information. Rowell's exhibit of newspapers at Philadelphia was promotive, not only for his own agency but for advertising in general, for it impressed on business men who visited it how thickly dotted the country was with means for reaching people in their homes.

Actual preparation of copy was outside the agent's province. Marketing counsel meant a list of similar or closely related products that had made a success through advertising. But with the little competitive advertising then encountered the limited service the agent offered was sufficient to the day. He might, of course, have done more in copy preparation, but the advertiser preferred to engage an "ad-writing expert" if he did not do the copy himself. The agent might also have provided some research, but if he had he would have been ahead of the conscious needs of his time, for merchandising did not then have the complexities that developed when quantity production came and competition grew. Nor were there many statistical data to provide a start for real market investigation. Population figures were all the agent had, and they were changing more rapidly then than later. What the early agent did do was to induce the manufacturer to advertise, and in doing this he performed a service that led to a revealment of the possibilities of advertising as a business force and to the development, largely by his agency successors, of the ramifications of modern advertising.

THE HISTORY AND DEVELOPMENT OF ADVERTISING

Activity of the space-broker advertising agent in building newspaper volume, beginning in the 1860's, made a foundation for work that was to come. His constant solicitation sowed the seed for the great development in all advertising. When the high-class literary magazine arrived it was the space-selling advertising agent who first talked reluctant publishers into accepting advertising and manufacturers into buying space. In the 1890's a number of periodicals were still paying a commission on all advertisements appearing in them to an agency that long had specialized in solicitation for the magazines, the agreement being apparently that the agency, which was in effect a concessionaire, should have a commission whether or not it actually brought in the business. On business developed by one of the other agencies the publication thus paid two agency commissions. It may be assumed that if the agency which had this whether-or-no arrangement had not been largely instrumental in the publication's growth as an advertising medium there would have been no such agreement. The early agency's importance in the creation of volume was recognized by J. Rowland Mix, advertising manager of Scribner's, in 1899, when he said in an interview in *Printers' Ink*:

Two hundred agency men are working for the magazines, presenting these mediums to possible customers. It would be appalling to the magazines were they to attempt to maintain a sufficient force to do this work.

Transition from mere space selling to a service that contemplated conduct of every phase of the advertiser's campaign—a change that came by degrees over a period of twenty years—began around 1890 and was coincident with the wide expansion of interest when the manufacturer found that quantity production required the creation of new demand. Trade-mark advertising meant designs and slogans, and agencies were called upon for aid in the preparation of these. Appeal, copy, illustration and typography became matters of increasing importance as appropriations grew larger and volume of advertising increased. The new type of advertiser, himself an example of specialization in manufacturing processes, asked more than advice—he wanted the whole job done by men of experience in that kind of work. The *Youth's Companion* practice of submitting a complete advertise-

NEW TYPE OF AGENCY BRINGS WIDE IMPROVEMENT

ment suggestion to advertisers and prospects, which had resulted in sales of high-cost space in that publication, contained an idea for the agency to adopt. This procedure, which originated as means for selling space to an advertiser to whose business an idea in hand was peculiarly adaptable, appears to have been the genesis of the modern agency's copy service.

Copy men as such and artists of their own the early advertising agencies did not have until after the middle of the '90's decade. In the beginnings of service the agency principals did the copy, or on important accounts called in freelancing copy men of recognized ability such as John E. Powers or Nathaniel C. Fowler, who were also employed to assist in trade-marks and slogans, and as counsel on other needs of a program. For illustration purposes the half-tone reproduction of a photograph provided attractiveness even in its then plain, squared-off and crude form, and made possible layouts of high attention value and interest among the general run of advertising, which still lacked pictures. In this work the engraver's assistance was sufficient. The "art manager" did not arrive in the agency until around 1900 and many fair-sized agencies were without art departments as late as 1905.

With full responsibility for the campaign, the agent gave more intensive thought to every phase and sought the best obtainable help. Copy and typography improved. The advertising was placed in better territory and in better publications. The large advertiser who had been placing direct, or had shopped around the space-broker agencies with each schedule until he found the lowest bid, became aware of the advisability of utilizing the new type of agency service when he discovered that small rivals who had turned their advertising entirely over to an agency were getting better results.

Contact with the most advanced advertising thought had been a matter of course in the agency and now discovery and development of new talent became one of its special activities. The freelancing idea and copy man gravitated to the agency. Knowledge of human nature manifested by a newspaper paragrapher that promised high results if applied commercially led to an invitation to write advertising. The reporter whose name was sung out by the city editor when there was a business story to be handled was another type of newspaper man

THE HISTORY AND DEVELOPMENT OF ADVERTISING

who came into agency work. Advertising staffs of newspapers also were drawn on. The printing house employee who showed unusual understanding of the special typographic requirements of an advertisement was the next acquisition. Booklet preparation guided by advertising sense became a part of agency service. Likewise counsel in package designing. A salesman with broad knowledge of distribution and dealer attitude might be another component of the agency that no longer was made up entirely of solicitors, checkers and bookkeepers.

Copy and illustration and selection of mediums were the elements to which the service agency of the '90's and early 1900's devoted itself with intensity, and to the effort which the new type of organization put into developing these important parts of the advertising campaign may be credited the major part of results that around 1905 caused advertising to be recognized by manufacturers as no longer an appendage but an essential part of business. Progress was seen to be not only in the finding of customers for articles already established in the mass mind as wants; the larger problem was one of creating wide desire for articles of utility or pleasure which among the majority of people would not be regarded as needs until advertising pictured their desirability.

In this larger task the copy and other technique developed in agency staffs became an aid necessary to the manufacturer. Striking success of agency-conducted food campaigns in the late '90's had been followed by similar successes on a large scale in wearing apparel, toilet accessories and luxury articles which previously had been regarded as salable only to people of more than average means and standard of living. Skill in the *preparation* of advertising as centered in the advertising agencies was now the greatest promotive influence on volume.

With appeal and copy well developed in effectiveness, the agency turned attention toward increasing the usefulness of the illustration, which up to 1900 had done little more than draw attention to the advertisement. The first five years of the twentieth century formed the period during which the art department became a part of the advertising agency. Where formerly a photographer or artist had been called in and given oral instructions it was now possible to plan the

COMING OF "THE MOST TELLING ADVERTISEMENT"

illustration with the close coöperation of the agency's own artists. This resulted in development of pictures which in addition to getting attention helped sell the product by showing it in use or in an atmosphere that made it a desirable acquisition.

As agency artists continued to work in daily collaboration with copy men the illustration became more and more a selling message. A new type of artist was developed, the interpreter of the commercial product in picture. It was men like George Ethridge and George Winemiller who introduced advertising psychology in its many forms into the illustration. This produced the most telling type of advertisement—pictorial copy—and its introduction marks the beginning of the highest stage of efficiency in advertising effort.

The interest given advertisements by an infinite variety of informative and charming illustrations has made the reader nearly as attentive to the advertising pages as to the editorial sections and neutralized to a great extent the effect of volume on attention.

The romantic rise of businesses from small beginnings through advertising made agency work a magnet for high-type men of ideas, education and resourcefulness. Advisory service of the agency grew in importance to the manufacturer. Around 1910 began the formation of research departments to obtain a variety of country-wide data and equip the agency with detailed information on which to base the advertising plan, with the result that advertising as conducted by the agency became a trained force which took into account every known factor in the sale of a product.

Significance of the milestone reached when advertising agencies began to base copy on thorough research by trained men was indicated by James O'Shaughnessy, then executive secretary of the American Association of Advertising Agencies, during a hearing before the Federal Trade Commission in 1927:

Copy in the modern agency almost writes itself. It is like a rose on a bush. You see a rose budding and you say: "What a wonderful rose." You never think about the fact that the flower must be right; the garden must be right, and that there must be the right sort of a rose-bush seed. They must have proper care in spraying and culture or the result would never be there. Yet all you say is: "What wonderful roses." You forget the mother bush.

THE HISTORY AND DEVELOPMENT OF ADVERTISING

Commenting on Mr. O'Shaughnessy's simile, Printers' Ink took occasion to compare research methods with the old inspirational method:

By the time a modern agency is ready to write a report on the investigative and research work which it has done on an account, it has practically written the copy for that account. Mr. O'Shaughnessy's statement may also be taken to mean that the man who sat in a cubby-hole during all the business hours of every business day and was called a copy writer, is passing out of the agency business. The copy writer, in the modern advertising agency, is the man or woman who is out rubbing shoulders with manufacturers, dealers and consumers. Copy is no longer a matter of pure inspiration. It is becoming more and more a message based on tested and proved facts.

While the importance of basing copy on exact information concerning the product, its market and uses, is thus stressed, construction of the text is nevertheless an art in which there must be skill, or the research report is largely wasted. Intelligent application to copy of information uncovered by an investigation requires, besides an ability to grasp the meaning of the data, a more than ordinary understanding of human nature and a fine sense of the effect of word and picture. Unprejudiced opinion is that the clearest and most forceful English in our periodicals is found in the advertisements. It is the assembling into agency organization of men a large percentage of whom are college graduates who have this ability to write in combination with an all-round knowledge of the many problems of distribution and selling which makes the modern agency the heart of advertising activity and business advancement.

The function of the modern advertising agency was defined in 1918 by the American Association of Advertising Agencies as "interpreting to the public, or to that part of it which it is desired to reach, the advantages of a product or service." This interpretation of the product or service to the public is based upon:

1. A study of the product or service in order to determine the advantages and disadvantages inherent in the product itself, and in its relation to competition.

FUNCTIONS OF THE MODERN ADVERTISING AGENCY

2. An analysis of the present and potential market for which the product or service is adapted:
 - As to location.
 - As to the extent of possible sale.
 - As to season.
 - As to trade and economic conditions.
 - As to nature and amount of competition.
3. A knowledge of the factors of distribution and sales and their methods of operation.
4. A knowledge of all the available media and means which can profitably be used to carry the interpretation of the product or service to consumer, wholesaler, dealer, contractor, or other factor.

This knowledge covers:

Character	{	Quantity
Influence		Quality
Circulation		Location
Physical Requirements		
Costs		

Acting on the study, analysis and knowledge as explained in the preceding paragraphs, recommendations are made and the following procedure ensues:

5. Formulation of a definite plan.
6. Execution of this plan:
 - (a) Writing, designing, illustrating of advertisements or other appropriate forms of the message.
 - (b) Contracting for the space or other means of advertising.
 - (c) The proper incorporation of the message in mechanical form and forwarding it with proper instructions for the fulfillment of the contract.
 - (d) Checking and verifying of insertions, display or other means used.
 - (e) The auditing, billing and paying for the service, space and preparation.
7. Coöperation with the sales work, to insure the greatest effect from advertising.

Manifold diversity of the modern agency's business knowledge has brought to it work far outside its primary functions of mediums, copy, art and research. The line of demarcation between its true functions and extra service is fixed by what can be done on the 15 per cent. commission the agent receives on publication advertising, of which the average agency has left as profit less than a fifth after the expense of servicing its accounts. But the extra service fee which

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came as a necessary accompaniment of market survey work puts no limit on the use which the advertiser may make of the capabilities of the agency. Extra service may cover the product from raw materials and factory costs to a house-to-house canvass to procure a composite of, say, the adaptability of the product to the average color scheme of that part of the house in which it will have a place. A quick picture of the broadened scope of agency service since 1915 is obtained from a glance at a modern agency's information file, in which the headings cover more than two hundred factors that have a bearing on the sale of a product, besides its own direct competition.

Coupled with the influence on progress of the 90 per cent. of all national advertising which the several hundred agencies prepare, the merchandising counsel which they supply makes them an important factor in the whole scheme of business and in general progress. A very large part of the prosperity of the United States since 1900 is due to advertising and research, and much of the tremendous industrial and social progress made is attributable to the initiative of the advertising agency, an ever-developing organization from which individual and collective industry are constantly receiving new stimuli.

CHAPTER LVI

THE "CLEANING UP" OF ADVERTISING AND GOOD EFFECT THEREOF

As advertising from time to time relieved itself of more of the incubus which use by fakers had placed upon it there was further acceptance by conservative business, and fresh progress. Substantial reduction of handicaps to sound growth has been a noteworthy feature since the beginning of the twentieth century. Nostrums were the first to receive attention.

Exposure of quack medicines dates back to 1860, when the *Lancet* inaugurated a campaign against unrestricted sale of harmful "cures" in England. The *Lancet's* exposures opened the eyes of English newspapers to evils of the traffic and resulted in the Pharmacy and Poisons Act of 1868.

In the United States newspaper ban on the more offensive quackery commenced in a scattered way at the close of the Civil War. Among the papers which then barred certain classes of patent medicines was the *New York Herald*, which in 1865 announced that "All objectionable medical advertising will be rigorously excluded from this paper so soon as existing contracts have expired." This bar was, however, only on what was regarded as the most repellent copy.

The high-class literary magazines used greater discrimination. But something more than their example was needed to cause the average publication of the 1880's to refuse medical advertising. The religious papers were most of them almost dependent on it for existence. In many advertising agencies it made up three quarters of the business. Everybody knew that certain medical copy was a handicap to the development of more legitimate accounts, but—"everybody was doing it."

The first big reform gun was fired in 1892, when the *Ladies' Home Journal* announced that it would print no more medical advertising.

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The Delineator and several other periodicals, and a number of newspapers, soon followed suit. In the next ten years there grew up a substantial list of papers that either barred all patent medicines or attempted to sort the good from the bad, and most of the better class magazines were refusing all medical advertising.

A sensational exposure of the evil was needed to bring a wide realization of its real nature. This was contributed by the Ladies' Home Journal in 1904, when its editor, Edward W. Bok, courageously began to print chemical analyses of various widely advertised preparations showing many of them contained habit-forming drugs. A 40-per-cent. alcoholic content was a minor sensation. That people who were habitually using catarrh "cures" were taking cocaine was more startling. But even that was incomparable to the shock editors and public alike got when they learned that morphine was one of the ingredients hundreds of thousands of mothers had been giving their teething babies when they administered a widely advertised soothing syrup to quiet them. The label which English law compelled this soothing syrup to use was reproduced: "This preparation, containing among other valuable ingredients a small amount of morphine is, in accordance with the Pharmacy Act, hereby labeled 'Poison!'" Another effective illustration was the reproduction of an advertisement asserting that a certain lady, whose female compound was known by name to most people in America, "in her laboratory at Lynn is able to do more for women than any physician in America," and alongside it a photograph of a tombstone showing the famous lady had been dead twenty-two years. The testimonial bureau at Washington, which procured a senator's endorsement for \$75.00 and a congressman's for \$40.00, was brought into the light. A million men and women learned that confidential letters they had written describing their ailments were being sold to purchasers of "sucker lists" at 5 cents each.

Before he was far into the campaign legal aspects caused Mr. Bok to engage a young New York lawyer to conduct it—Mark Sullivan, who thus was brought into journalism and started on a career which has given him place as one of the leading writers of his time. And now came Collier's Weekly and various newspapers to aid in the campaign. The Collier stories, written by Samuel Hopkins Adams, and accompanied by cartoons showing skulls and snakes in

METHODS OF SOME PATENT-
MEDICINE ADVERTISERS
AS LATE AS 1900

"I Grow Hair In One Night."

Famous Doctor-Chemist Has Discov-
ered a Secret Compound That
Grows Hair on Any Bald Head.



Discoverer of This Magic Compound That
Grows Hair in a Single Night.

Send your name and address to
the Altenbeim Medical Dispensary, 828 Foso
Building, Cincinnati, Ohio, for a free trial pack-
age, enclosing a 2-cent stamp to cover postage.
Write to-day

What Is Catarrh?

If You Have Any of the Following
Symptoms Send Your Name and
Address To-Day.

Catarrh is not only dangerous in this way,
but it causes ulcerations, death and decay of
bones, loss of thinking and reasoning power,
kills ambition and energy, often causes loss of
appetite, indigestion, dyspepsia, raw throat and



Is your breath foul? Is your voice husky?
Is your nose stopped? Do you snore at night?
Do you sneeze a great deal? Do you have fre-



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association with the nostrum bottle, exerted a force more powerful than even the Ladies' Home Journal articles. The interest of leading newspapers in the campaign was shown by the coöperation they gave Collier's in supplying Mr. Adams with information that exposed efforts to control legislation; in their reproduction of the Collier articles; and in editorials commending the crusade. (In 1912 a recrudescence of nostrum advertising brought a new series of articles in Collier's and a revival of newspaper exposés, including a campaign by the Chicago Tribune against quack doctors who "specialized" in certain diseases and frightened their victims with startling diagnoses.)



"CLEANING UP" AMERICAN ADVERTISING

Heading of one of the fearless attacks on patent-medicine frauds in Collier's in 1912.

At the same time there was operating the influence of President Theodore Roosevelt, whose frequent public and private utterances on the subject of honesty in all relations were having a profound effect on the thought of all the people and stimulating the growth of high ideals in business following a half century of adaptation of Barnum's philosophy to trade.

Agitation for Federal laws that would prevent the adulteration and misbranding of food had been going on for fifteen years. It had been especially live since the "embalmed beef" exposures following the Spanish War, when use of certain preservatives was given a black eye. The vigor the agitation had acquired by 1904 was shown by the Pure Food Exhibit at the St. Louis Exposition. In a booth near the exhibit of the food manufacturers the chemists of the various state

FOOD AND DRUGS ACT A STEP IN PROGRESS



Congressman Snoopapple receives a case of bitters and the editor gets him to sign a testimonial

ILLUSTRATING THE EXPOSURES
IN COLLIER'S



"Just take a couple of swallows, it will cost you nothing"

THE "PATENTS" SALESMAN GETS THEM
STARTED AT THE VILLAGE GROCERY

An illustration in the Samuel Hopkins Adams articles
in Collier's in 1912.

food departments placed on display containers of a selection of canned and bottled goods and on a card attached told what chemicals were used to color or preserve each. Then, to visualize the effect of these chemicals on the human viscera, they dyed fabrics with material extracted from the foods and placed a brilliantly hued bit of cloth back of each container, showing what a lovely rainbow the eaters of these foods doubtless were acquiring in their alimentary system. This exhibit did much to crystallize public sentiment in favor of the regulations which Dr. Harvey W. Wiley was advocating against a storm of protest from manufacturers who declared their coloring matter and preservatives were harmless.

Passage of the Federal Food and Drugs Act in 1906, in which pressure on Congress from President Roosevelt had an important influence, was an event of large significance to the sounder development of

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advertising. Whatever injustice, if any, was done to the individual manufacturers whose products contained ingredients of debatable effect on the human body, the label requirements of the act gave the public more confidence in container foods—the foods that are advertised—and a means for learning what the medicine bottle or pill box really contained and whether it might be considered a remedy. The result has been advantageous to the manufacturer of the sincere product. And as it is only the advertising of the authentic article that gives advertising legitimacy and stability, every change that has made employment of this selling aid more advantageous to the upright product has been a gain for advertising.

With this in mind, thoughtful advertising men viewed with distaste the new encumbrance to healthy progress placed by a wave of stock promotion advertising which began in the early years of the new century.

A public imagination fired by stories of big profits in the combinations that were then forming in numbers made responsive soil for the promoter of industrial, mining and real estate operations of more or less worthlessness. Scores of millions of dollars were exchanged for gaudy stock certificates and impressive land deeds, representing an interest in enterprises that ranged from ill-planned promotions to unalloyed swindles. Clever scamps obtained the use of good names and salted the avenues of investigation to a depth that made it difficult for the newspaper to determine whether a promotion was a fake. Existing laws in the various states were inadequate to cope with this type of fraud, and through a decade,



"Any mother that's started in with opium mixtures
- finds how easy it is to keep baby doped with 'em."

THE FRANK SALESMAN FOR A DOPE SELLER
TALKS TO COLLIER'S

"MODEL STATUTE" A DETERRENT TO DISHONESTY

the fake promoter went on his way gathering in the money. With each dollar he got went a measure of public confidence in advertised articles.

Of longer practice, and even more harmful to advertising, was deception in retail announcements. The fake sale, the bold advertising of inferior goods as goods of the highest class, and deceptions in many other forms were as old as retail advertising. Success of John Wanamaker, Marshall Field and others with honest methods had raised the standards of retail trade high above the plane of 1875, but with the great increase in stores had come many who employed misrepresentation. In the whole volume of advertising the dishonest copy was a small percentage, but the evil it was doing to all advertising loomed large.

Lack of legal means for stopping deceptive practices was found to be the first obstacle to a "clean-up." To remedy this, Printers' Ink in 1911 engaged Harry D. Nims, corporation lawyer and author of "Nims on Unfair Competition," to draw up a statute that would have teeth. This, which became known as the Printers' Ink model statute, was as follows:

Any person, firm, corporation or association who, with intent to sell or in any wise dispose of merchandise, securities, service, or anything offered by such persons, firm, corporation or association, directly or indirectly, to the public for sale or distribution, or with intent to increase the consumption thereof, or to induce the public in any manner to enter into any obligation relating thereto, or to acquire title thereto, or an interest therein, makes, publishes, disseminates, circulates, or places before the public, or causes, directly or indirectly, to be made, published, disseminated, circulated, or placed before the public, in this state, in a newspaper or other publication, or in the form of a book, notice, handbill, poster, bill circular, pamphlet, or letter, or in any other way, an advertisement of any sort regarding merchandise, securities, service, or anything so offered to the public, which advertisement contains any assertion, representation or statement of fact which is untrue, deceptive or misleading, shall be guilty of misdemeanor.

The Printers' Ink model statute, proposed by advertising men as an instrument for preventing the use of advertising for dishonest

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purposes, has at this writing been incorporated without change in the laws of twenty-three states, and has been found an effective weapon for discouragement of the cheat where agencies for enforcement have also been provided.

The task of enforcement was taken upon itself by organized advertising as represented by the advertising clubs over the country, which formed vigilance committees to watch for violations and take steps to end them. The Better Business Bureau originated from such a vigilance committee formed by advertising men in Cleveland in 1913. While other local bureaus were being organized the national work was being conducted by the National Vigilance Committee of the Associated Advertising Clubs of the World.

To the organization of this country-wide campaign against fraudulent advertising much time was given by leaders in the movement, notably by Harry D. Robbins of New York, the first chairman of the National Vigilance Committee; W. N. Aubuchon of St. Louis, the first president of the Associated Advertising Clubs of the World, and Jesse H. Neal, for several years secretary and treasurer; Merle Sidener of Indianapolis; Herbert S. Houston of New York; Lou E. Holland of Kansas City, three terms president of the organization; by his immediate successor, C. King Woodbridge, and by Earle Pearson, general manager of the Associated Advertising Clubs of the World, later the International Advertising Association. In 1924 the first Bok medal for distinguished service to advertising was awarded to the National Vigilance Committee of the Associated Advertising Clubs of the World.

There are at this writing forty-three local Better Business Bureaus in the United States, organized solely for the prevention of fraud and deception in advertising. In these bureaus are represented publishers, advertising agencies, advertisers and various other advertising interests, including outdoor, direct mail and theater programs. Violations are acted upon by the local bureau if the offender's place of business is within its jurisdiction. Offenses in advertising originating in another city are reported to the National Better Business Bureau in New York, which forwards the complaint to the local bureau at the home of the advertiser for investigation.

The National Better Business Bureau, to which the Vigilance Com-

ADVERTISING PROTECTS ITSELF FROM FRAUDS

mittee of the International Advertising Association eventually delegated the work of investigating and discouraging misrepresentation, has since its formation had conferences with some thirty industries in efforts to set up standards of practice in advertising and bring about a discontinuance of descriptions which aim to give to a product the desirability associated with another, as "Hudson Seal," which is not seal but muskrat, and other "seals" which may be good furs but are not seal. The purchaser often is aware that the description is "only a trade name." The practice has, however, affected unfavorably the public's confidence in articles offered it and is a detriment to sound development which the advertising and other business interests represented in the Better Business Bureaus desire to see removed.

With the Printers' Ink model statute a part of the law of the state the offender usually is amenable to moral suasion, and it is seldom necessary for the Better Business Bureau to go to length of prosecuting the matter in the courts. The activities of the Bureau against fake promoters has discouraged the would-be bunco steerer in print. His operations are being held in check by a watchfulness over every medium he might use. Booklets, each exposing a method employed by the financial swindle, or pointing out the risks of a poorly founded enterprise, have been distributed in many thousands. In 1928 the Better Business Bureaus are answering 20,000 inquiries a month on financial schemes alone.

Fifteen years of experience in weeding have brought the National Better Business Bureau to a degree of functioning that gives but little opportunity for the rank growth of earlier days. Constant vigilance is, however, necessary. Publishers, advertising agents, manufacturers and other sustaining members of the Bureau are in thorough agreement with the Bureau's declaration that "present-day competition centers upon the imperative need for fair play and truthful advertising" and that the more dependable merchandising and selling become, the more productive will be the effort.

"Advertising inaccuracies are not so prevalent as they were a decade ago, nor are they as flagrant," the Bureau finds in 1928. That there still are published too many advertisements of a type injurious to the public and to the standing of advertising is, however, well known to the Bureau, and is evident from the movement on foot at

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this writing to broaden the work by a voluntary agreement on the part of a greater number of publishers to exercise a closer censorship. One detail which doubtless will be brought up sooner or later is the paid testimonial, which has been revived in magazine and newspaper advertising by makers of products far removed from the patent medicine and who use the well-known society leader or movie actress instead of the politician.

The bald fake is under control, but supreme importance of advertising to modern business makes undesirable practices which a decade ago were regarded as mere efflorescences. In 1928 sound advertising thought has turned its attention to the advertisement which makes flamboyant claims and to the remedying of this impediment to further development of advertising effectiveness. It is perhaps the most serious problem before the advertising world. In its campaign against this strong trend in copy the National Better Business Bureau is receiving the coöperation of publishers, advertising agencies and manufacturers who see in eradication of the evil a new era of usefulness for advertising and the possible attainment of that ideal state in which the fact that an article is advertised through any medium will alone be a guarantee of its worth.

CHAPTER LVII

ORGANIZATION AS A FACTOR

Organized advertising as represented by associations is a developmental influence that has been active since 1910 and one to which much of the high rate of progress since that date may be attributed. Effective organization has been the means for economy-making standardization, for the verification and analysis of circulation, for the spread of mechanical improvements, for the raising of standards of practice, for the collection and distribution of data concerning everything that has a bearing on advertising. Its period of operation has been coincident with the intensive development of advertising from an untrained to a trained force.

Initial organization among publishers, such as formation of the American Newspaper Publishers' Association in 1887, of which L. B. Palmer has for years been the active and efficient manager, had as its purpose aid in problems of manufacture and sale, and had no direct connection with advertising matters. The first body of advertising men was formed in Chicago in 1894, when representatives of magazines organized the Agate Club. The prime movers in this club, who thus were the first to bring advertising men together for discussion of problems common to them, were Thomas Balmer, Western representative of the Ladies' Home Journal; R. T. Stanton, Western representative of the Century Magazine; Charles D. Spalding, Western representative of McCall's Magazine; and Samuel H. Bloom of the Youth's Companion. For more than a quarter of a century the dinners of the Agate Club gave opportunity for the spread of constructive thought in advertising.

The Sphinx Club

An organization which brought together advertisers, agents, publishers, outdoor contractors, printers, engravers and others associated

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with advertising, and became national in its membership, is the Sphinx Club of New York, which was formed in 1896. At its monthly and annual dinners through thirty-two years to the present date advertisers, publishers, agents and others who make and serve advertising have met and exchanged ideas on matters of interest to all.

"A clearer understanding of the problems of advertising and a betterment of advertising" was the purpose the organizers gave the Sphinx Club. The addresses delivered to its members and guests in thirty-two years would form a year-by-year story of new inspiration prompted by expounded experience. Of great value also have been the social contact between leaders in advertising activity, the friendships thus made, and the spirit of coöperation which comes from opportunity for discussion. "Honesty in Advertising" has been the motto of the Sphinx Club from the beginning.

International Advertising Association

The idea of forming local clubs of men engaged in various branches of advertising spread fast after 1903, when Smith B. Quayle founded the Advertisers Club of Cincinnati. In St. Louis a similar club was started, and in Chicago, in 1905, the Chicago Advertising Association. At a meeting in Chicago in 1905 the Cincinnati, St. Louis and Chicago clubs formed the nucleus of the Associated Advertising Clubs of America, which set about to secure the organization of clubs in other cities. Two years later, at the club convention held in Cincinnati, there was representation from seventeen cities, including a delegation from New York, where the Advertising Men's League was formed in 1906 (The Advertising Men's League later was incorporated as the Advertising Club of New York, which in 1928 has more than 2,000 members and occupies its own beautiful clubhouse at Park Avenue and 35th Street).

From these beginnings the Associated Advertising Clubs have grown into that world-wide organization, the International Advertising Association, whose membership in 1928 comprises 325 clubs in 14 countries, each unit "a research laboratory for the study of advertising." The international character of the association was emphasized by the prominent part its convention played in the meetings incident to the British Empire Exhibition in London in 1924.

BROAD INFLUENCE OF ORGANIZED ADVERTISING

One item of the work of the International Advertising Association is to furnish speakers to local clubs and the district meetings. In a single year some fifteen hundred addresses on advertising subjects are thus delivered to local and regional assemblages. A thousand service bulletins and pamphlets are published yearly. The annual convention each year helps raise advertising to a new plane of effectiveness. The potent "Truth in Advertising" movement fostered by the association and conducted through the National Better Business Bureau has been described elsewhere in this volume.

The extent to which advertising is organized nationally in the United States is shown by the composition of the Advertising Commission of the International Advertising Association. This Commission has been called the "Congress of Advertising." It is made up of three representatives from each of the various advertising interests. Meetings are held quarterly in which sellers, buyers and creators of advertising "initiate, debate and determine questions and policies affecting the entire field of advertising." The membership of the Advertising Commission includes:

- Advertising Specialty Association.
- Agricultural Publishers Association.
- American Association of Advertising Agencies.
- American Community Advertising Association.
- American Photo-Engravers Association.
- Associated Business Papers, Inc.
- Associated Retail Advertisers.
- Association of Newspaper Classified Advertising Managers.
- Church Advertising Department.
- Direct Mail Advertising Association.
- Directory & Reference Media Department.
- Financial Advertisers Association.
- Graphic Arts Association.
- International Association of Newspaper Advertising Executives.
- Lithographers National Association, Inc.
- Manufacturers Premium Advertising Association.
- National Association of Teachers of Marketing and Advertising.
- National Industrial Advertisers Association.
- National Publishers Association, Inc.
- Outdoor Advertising Association of America.
- Public Utilities Advertising Association.
- Real Estate Advertisers Association.
- Religious Press Department.
- Screen Advertisers Association.
- Theater Advertising Publishers Association.
- Window Display Advertising Association.

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Federation of Women's Advertising Clubs.
Sustaining Members, International Advertising Association.
Better Business Bureaus.

Nearly all of these associations and departments, besides some organizations not represented in the commission, have originated since 1910, when the influence of organization began to be felt by advertising to an important degree. Each of the departments determines standards of practice for its membership and through the commission secures the adoption by other departments of suggested standards which are for the good of advertising as a whole.

A broad program of research started by the International Advertising Association in 1928 will be touched on in later paragraphs of this chapter.

An Early Audit Organization

The organization which limits its membership to advertisers and acts particularly as "the watchman of the advertisers rights and privileges" dates from 1899, when a score of national advertisers met and formed the American Advertisers Association, which in the following year changed its name to the Association of American Advertisers. This association, which grew from a call issued by A. Cressy Morrison of Scott & Bowne and Frederick L. Perine of Hall & Ruckel, included in its membership the Cream of Wheat Company, the American Cereal Company and other large advertisers. Its object was the obtainment of greater accuracy in circulation figures, and in this it had a measure of success during its fourteen years of life. The American Advertisers Association was representing about forty advertisers when, in 1914, formation of the Audit Bureau of Circulations made its continued existence unnecessary.

Association of National Advertisers

The Association of National Advertisers originated in 1910 from a suggestion made by George French, then editor of Profitable Advertising, and in the middle of a career of valuable service to advertising. Mr. French's idea appealed at once to E. St. Elmo Lewis of the Burroughs Adding Machine Company and O. C. Harn, of the National Lead Company, to whom he presented it. They brought together the

THE ASSOCIATION OF NATIONAL ADVERTISERS

following seventeen men, who became charter members of the Association of National Advertisers:

E. St. Elmo Lewis, Burroughs Adding Machine Co.
L. C. McChesney, National Phonograph Co.
G. H. E. Hawkins, N. K. Fairbank Co.
C. W. Dearden, Mittineague Paper Co.
H. G. Ashbrook, Glidden Varnish Co.
L. C. Covell, the Macey Company.
L. R. Greene, Sherwin Williams Co.
Frank H. Cole, Peter Henderson Co.
H. W. Wheeler, Pompeian Mfg. Co.
James A. Braden, Diamond Rubber Co.
A. W. Newman, The H. Black Co.
Harry M. Graves, McCrum Howell Co.
Fred T. Joy, E. A. Mallory & Sons
F. G. Faurote, E. R. Thomas Motor Co.
J. H. Weddell, Gage Bros. & Co.
O. C. Harn, National Lead Co.
J. W. T. Knox, Frederick Stearns & Co.

With the purpose "To make every dollar spent in advertising bring back greater returns" as a beginning, the Association of National Advertisers has from year to year enlarged its facilities for service to its members until its operations cover every detail of advertising and marketing with information and counsel.

Membership of the Association of National Advertisers is made up of companies. An individual is registered as representative. Eighteen per cent. of the registered representatives are presidents, general managers, vice presidents or other general executives of their companies; 7 per cent. are sales managers; 70 per cent. are advertising managers, publicity directors or directors of sales promotion; 5 per cent. are assistants to various executives. Each year there are two general meetings—one in the East and one in the West—at which there is "hard-pan discussion of problems in specific terms" and a general exchange of experience. From the files of the association, from special investigations, and from the general meetings, the more than three hundred members are constantly obtaining information that results in making advertising and allied activities more productive.

American Association of Advertising Agencies

Subordination of personal advantage to the best interests of advertising is the principle on which the American Association of Ad-

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vertising Agencies was formed. The first step toward this organization was taken in 1911, when the Association of New York Advertising Agents was organized and Collin Armstrong, A. W. Erickson and Frank Presbrey were appointed a committee to bring about the formation of other local organizations.

As chairman of the general advertising section of the convention of the Associated Advertising Clubs of America at Boston in 1911 the author urged the formation of a national organization in this language:

I think I voice the sentiment of many of those present when I say that one of the most important things to be done here is to effect a national organization. . . . We represent a volume of annual expenditures amounting to more than a hundred million dollars. . . . We should have an organization nation-wide in its membership, and so equipped for united and forceful work that it will not only be beneficial to business in general but will enable us to regulate many abuses from which we all suffer. . . . I hope a committee may be chosen today to submit a plan together with so much of its working detail as will enable us to settle here in Boston the important features before we return to our homes.

Regional organization was in process for several years. To this work time was given by a score of agency men, including, besides the original New York committee, Newcomb Cleveland, Maurice P. Gould, Charles H. Fuller, Stanley Clague, D. L. Taylor, William H. Johns, W. C. D'Arcy, Frank Seaman, St. Elmo Massengale, Allen Collier, Edward M. West, Ralph Holden, P. B. Bromfield, H. W. Ellis, F. Huber Hoge and others. The regional associations formed through the activity of these men made up a preliminary national organization under the name Affiliated Associations of Advertising Agencies. In 1917 permanent national organization was effected with the formation of the American Association of Advertising Agencies, the objects of which were defined as follows:

- (a) To establish a better understanding and appreciation on the part of the business and financial world as a whole of the usefulness and proper scope of advertising in modern business.
- (b) To establish a full realization of the proper and necessary functions of the advertising agency and of its beneficial relations with advertisers and advertising media.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

- (c) To promote good advertising, thereby serving the public and protecting the interests of the advertisers, publishers and owners of advertising media and to safeguard the rights of the members of this association.
- (d) To work harmoniously with other advertising associations for the purpose of eliminating inequalities, and to aid in the standardization of methods of doing business.
- (e) To promote by closer personal contact a fuller interchange of ideas, thereby obtaining a clear understanding of the problems of our profession to the end that by greater efficiency we can better serve the interests of the public.
- (f) To provide an avenue whereby the views of all agencies may be authoritatively expressed through a central body.
- (g) To define and promulgate standards of agency recognition by which applicants for membership in this association may be fairly and accurately judged as to integrity, business experience, advertising ability, financial responsibility, and agency organization.
- (h) To arrive at a mutual understanding of what constitutes standard agency practice and to establish a central advisory body to aid in bringing the practice of all members of this association up to the accepted standard.
- (i) To preserve friendly relations between all advertising agencies and insure such coöperation as will promote excellence of service; to secure the benefits of a free discussion on cost systems with a view to giving an ever-increasing quality and quantity of service without unduly increasing our cost of operation; to bring out into the open, full and free discussion of trade conditions, volume and needs of the trade, and to develop, for the benefit of all concerned, sound commercial conditions throughout the country in the hope that the possession of accurate information with respect to the conduct of business, and actual trade conditions relating thereto, will benefit the advertising agency business as a whole, benefit business in general and the public at large.

The Affiliated Associations of Advertising Agencies which preceded the "Four A's" had been one of the most active proponents of the Audit Bureau of Circulations. Extension and amplification of the work of this important bureau, then three years old, became one of the first concerns of the newly formed agency association. The modern standard rate card, which superseded chaos in this department, was worked out by the "Four A's" and its adoption by thousands of publications secured. Page sizes and column sizes in magazines and

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newspapers were studied and a uniformity obtained which saved in plate costs and operated to increase advertising. A standard form for orders to newspapers and magazines was devised, saving time and dispute. Installation of casting boxes by country weeklies was another of the mechanical improvements realized, permitting the use of matrices by publications which previously had required plates. The agency commission, which had been fairly well standardized at 15 per cent., was studied in all its influences on advertising, and by 1920 nearly all general magazines and newspapers recognized the desirability of uniformity in the agent's working allowance.

These early contributions by the "Four A's" to simplification have eased operation of the mechanics of advertising to an extent which has had wide constructive influence on development since 1920. A further influence for good has been in methods devised for agencies, which have smoothed the internal workings of the agency and released time for additional service to the advertiser.

A less tangible but important effect of the American Association of Advertising Agencies on agency work was noted by Newcomb Cleveland in an address delivered in London in 1924:

The aim has been to develop the business, not only for the good of the association's own members, but first and mainly for the benefit of clients and to promote the whole cause of advertising. The contact of one agent with another, the reaction of personalities, has produced a strange phenomenon, the stimulation of thought, the desire to vie with one another in creative work, the acceleration of mental processes, which as a whole can be best described as the compounding of power, with results as marvelous as some of the figures in the tables of compound interest.

Of the approximately 500 agencies in the United States that place national advertising 138 are members of the American Association of Advertising Agencies. Counting branch offices, the membership totals more than 200. In 1924 the 134 agencies then members of the association were serving 5,400 advertisers, whose expenditures in that year totaled \$300,000,000. A similar compilation for 1928 would show a substantial increase in both figures. The professional ability, the ethical standards, and the financial soundness required for mem-

GREAT SIGNIFICANCE OF THE "A. B. C."

bership in the association, combined with the better methods it has spread throughout the advertising world, have exercised a strong influence for soundness in the whole structure of advertising.

Also highly important to the whole world of advertising has been the market and circulation research the "Four A's" has conducted and the surveys it has promoted with the object of reducing waste in advertising effort. In this work Dr. Daniel Starch, Director of Research since 1925, evolved for the association a necessity long felt by all advertising interests, namely: a sound method of survey. The qualitative study of magazine circulations and the survey of New York newspaper circulations, with which Dr. Starch has made a beginning, indicate possibilities for the compilation of data of incalculable value to advertising.

Audit Bureau of Circulations

It was organization that did away with that long-existing impediment to sound development, the unreliable circulation statement. Before George P. Rowell began publication of "gold mark" affidavits in his newspaper directory, beginning in 1879, a claim of 60,000 might mean 15,000 of true circulation. The Rowell crusade eventually discouraged such bold assertions, but there remained, especially in the larger cities, a liberality in the average publisher's estimate which was the cause of a substantial percentage of waste in advertising expenditure. How difficult it was to be sure about real circulation even well after 1900 has been told in "Building Newspaper Advertising," by Jason Rogers, who for many years was publisher of the New York Globe and ever a proponent of measures for the general good of advertising and publishing:

In 1911 when the New York Globe determined to go from "gross print" as circulation to "net paid" we had to admit that 138,000 gross print meant only 103,000 sold. It was a radical step, but it brought us only increased advertising. . . . Before the day of the A. B. C. it was well known to many, whose business it was to get the facts, that the average circulation statement was from 10 to 25 per cent. out of line. . . . I do not mean that the percentage of inaccuracy came from wilful misrepresentation and fraud, but that, owing to

THE HISTORY AND DEVELOPMENT OF ADVERTISING

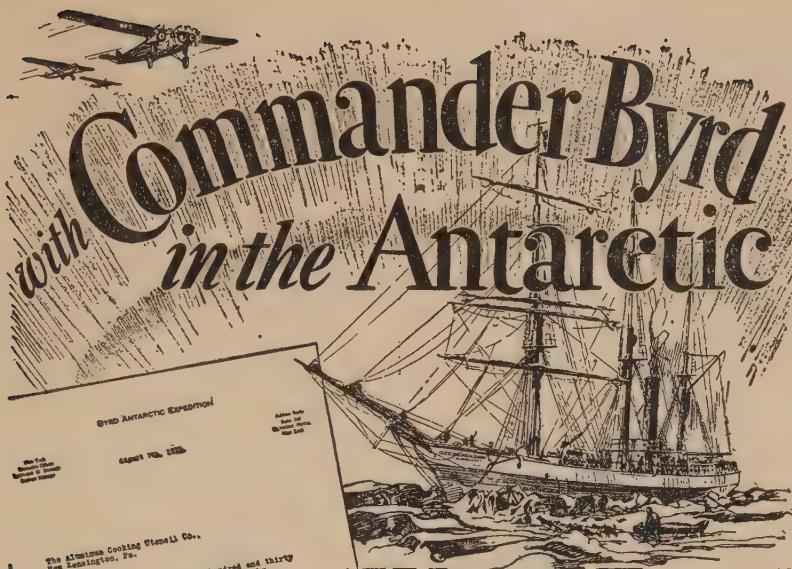
a lack of standardized accounting and definite understanding of what part of all printed copies was circulation, there was abundant opportunity for an honest man to err.

From 1899 until the Audit Bureau of Circulations was organized in 1913 a limited number of newspapers and magazines submitted to an audit of their circulation sponsored by the Association of American Advertisers, which existed for the sole purpose of making such audits, and in which about sixty advertisers at one time held membership. Few publications would submit to this audit, for it meant that rivals would compare the audit figures with their own higher claims which had not been audited.

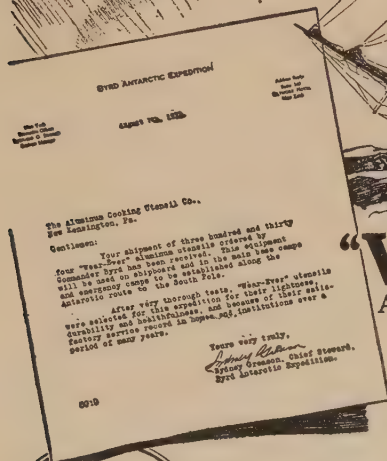
The need was for a general agreement among newspapers and magazines to submit to an independent audit. Agitation for such agreement came from advertisers, agencies and a group of publishers. Among the early leaders in the movement were A. W. Erickson, for the agencies; O. C. Harn of the National Lead Company and Emory Mapes of the Cream of Wheat Company, for the advertisers; Jason Rogers of the New York Globe, for the publishers.

From ascertaining merely the net paid circulation of the newspaper or periodical the audit of the A. B. C. has developed into a detailed analysis which gives the geographical distribution, the character of the circulation as indicated by various methods used in obtaining it, the number in arrears, and, in the case of business papers, the occupation of subscribers. Constant enlargement of scope is furnishing additional information on the character of circulation and providing further means for judging its quality.

Organization of the Audit Bureau of Circulations was an epoch-making event. The A. B. C. has been a chief contributory factor in stabilizing advertising. Membership is almost obligatory on a publication because advertising agents and advertisers have learned by experience that a publication which will not submit an audited statement of its circulation seldom is worthy of consideration. There are a few periodicals which fill distinct niches of their own and which do not belong to the A. B. C., but these publications are used to reach a specific class of people and the known character of their circulation outweighs number.



with Commander Byrd in the Antarctic



"Wear-Ever" ALUMINUM COOKING UTENSILS

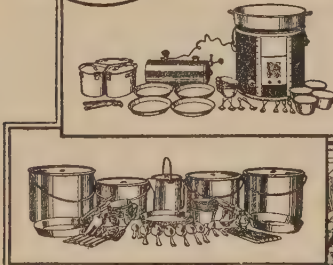
"Wear-Ever" utensils are being used daily in millions of homes and in thousands of hotels, restaurants, sanitariums and public institutions throughout the country.

A Few of Many Users:

Johns Hopkins Hospital, Baltimore
Boston State Hospital, Boston
Edgewater Beach Hotel, Chicago
Rook-Cadillac Hotel, Detroit
Ambassador Hotel, Kansas City
Berk-Crest Sanitarium, Berk-Crest, Mich.
Cudahy Packing Co., Kansas City and Omaha
St. Mary's Hospital (Mayo Brothers), Rochester, Minn.
University of Minnesota, Minneapolis, Minn.
Bellevue & Allied Hospitals, New York, N. Y.
Walch Grape Juice Co., New York, N. Y.
Cape Cod Cranberry Co., Oyster, Mass.
College Inn Food Products Co., Chicago
Columbia University—Presbyterian Hospital, Medical Center, N. Y.
North Dime University, South Bend, Ind.
Lyons California Glass Fruit Co., San Francisco, Cal.
Allegheny General Hospital, Pittsburgh, Pa.



Thermo Camp Cooker and Outfit
—to be used in permanent Antarctic Camps—special design suggested by Colonel David T. Abercrombie



"Wear-Ever" Camp Outfit—one for each outpost camp in the Antarctic—camps a hundred miles apart.



"Wear-Ever" equipment aboard Commander Byrd's Ship, The City of New York.

SOME TOPICAL COPY STILL HAS HIGH ATTENTION VALUE

A four-column "Wear-Ever" newspaper advertisement in 1928.

THE HISTORY AND DEVELOPMENT OF ADVERTISING

The man to whom more than to any other individual is due development of the A. B. C. is O. C. Harn, for years president of the Bureau and at this writing managing director. In 1926 his work was recognized with the Bok medal for distinguished service to advertising.

Bureau of Advertising of A. N. P. A.

Another organization which came in 1913 and has been of great benefit to advertising is the Bureau of Advertising of the American Newspaper Publishers' Association, of which William A. Thomson has been manager since it was formed. For the encouragement of national campaigns in newspapers the A. N. P. A. Bureau has conducted a series of studies designed to make advertising more productive and has put into practice in hundreds of cities the plans formed. One of its earliest activities was the organization of local and regional market survey and merchandising services by newspapers.

Three years after formation of the Bureau some six hundred newspapers in four hundred cities had been interested in securing window displays for national advertisers. Methods for rendering collateral aid to advertising have at this writing for fifteen years been going out from the Bureau to daily newspapers in every city in the country. The excellent market information obtainable in 1928 from newspapers in cities of even moderate size may be attributed largely to the initiative of the A. N. P. A. Bureau. Its own major market surveys have covered scores of products, and its reports to advertisers and agencies on various matters with important bearing on the advertising campaign have numbered hundreds.

Another valuable contribution is the Bureau's literature—its studies of space-sizes, copy and mechanics in newspaper advertising and their relation to returns. The latest major undertaking is the compilation in detail of statistics of national newspaper advertising, a long-felt need, and something which promises to develop into an invaluable aid in the planning of campaigns.

Periodical Publishers' Association

Since its formation in 1912 the Periodical Publishers' Association, under the able management of R. E. Rindfus, Executive Secretary, has been actively engaged in raising the standards of advertising and

ORGANIZATION'S RÔLE IN BROAD RESEARCH WORK

in furnishing useful information to advertisers and agencies. Its censorship of periodical advertising is based on the truth that "every advertisement that fails to be fair and helpful to the reader is not only unjust to him, but is injurious to the advertiser, to the magazine, and to the usefulness of advertising." The series of Success Bulletins issued by the Association, embodying experiences in a wide variety of activities, are both an inspirational and practical help to the advertiser.

Broad Research an Organization Task

With other elements in the advertising campaign well developed, and with a new situation created by the great development attained, advertising thought since 1925 has given an increasing amount of attention to securing data on markets, buying power and buying habits, that will furnish a more serviceable guide to the advertiser. The conviction that future development lies largely in this field of data collection is evidenced by the formation of advertising research bureaus by both the American Newspaper Publishers' Association and the Periodical Publishers' Association, as well as by the trend of effort in the American Association of Advertising Agencies and the Association of National Advertisers. The broadest undertaking is that sponsored by the International Advertising Association, and which is getting under way as this is being written.

The new bureau of research which the International Advertising Association established in 1928 has begun a five-year "scientific and coördinated study of the value of advertising for the benefit of the public, the advertiser, the publisher and the student." The general

There's a clear waste of horsepower in the battery which depends on how and whether to turn the motor. Installing a truck-horse saves up to a whole horse's pull.

**Stop using
a truck-horse to pull
a wheelbarrow**

A BIG horse doing a little horse's work, or even a man's work—that's exactly what happens when you use your horsepower to drive shafting. Ask any of our motor dealers to figure how much you can save when you install individual motor drive. Motors and control from Graybar Electric can cut your operating costs and give you more satisfactory results in the bargain. Pull particulars—both service and motor layout—whenever you're ready.

The Graybar sign is everywhere and 40,000 electrical supplies are shipped.

Graybar
ELECTRICAL SUPPLIES—WHOLESALE ONLY
Successor to Western Electric Supply Dept.

MODERN INDUSTRIAL ADVERTISING IN
DAILY NEWSPAPERS

THE HISTORY AND DEVELOPMENT OF ADVERTISING

purpose is to increase the effectiveness of advertising. Initial activities are outlined in six specific objects:

1. To maintain a central exchange for those who are engaged in research and educational activities in the advertising field.
2. To coöperate with existing research agencies by suggesting new research projects and supplementing work already being done; especially, to study scientifically the economic status of advertising, its effectiveness in the promotion of business and its value to the consumer. In other words, to establish in good faith an authoritative source of information about advertising.
3. To supplement the work of existing agencies in presenting information about advertising to the business public and the general public.
4. To meet unwarranted criticism of advertising and to emphasize its constructive aspects by disseminating established facts about advertising and by making advertising more scientific.
5. To formulate suggestions for education in advertising, including an indication of minimum requirements for teaching advertising, for practising advertising and for the general use of advertising knowledge in business.
6. To supplement the efforts of other research and educational institutions in training people to use advertising effectively.

This comprehensive work for the advancement of advertising from the point it has reached in 1928 is under the direction of Walter A. Strong, publisher of the Chicago Daily News, and chairman of a committee of forty members of the International Advertising Association. The bureau is in charge of Professor N. W. Barnes, secretary-treasurer of the National Association of Teachers of Marketing and Advertising, who was granted a five-year leave of absence from the University of Chicago in order that he might devote himself to the work of the bureau.

Local information about the character of population, living standards and outlets for merchandise, covering the whole country, is one of the greatest needs of advertising. A nation-wide distribution census, taken in connection with the decennial census, could be made to provide information of this nature, and a sub-committee of the International committee, headed by a representative of the American Association of Advertising Agencies, has taken charge of plans for furthering attainment of this great desideratum.

SOME TASKS SUGGESTED FOR ORGANIZED EFFORT

Importance of organized effort is indicated by the nature of some common requirements for future progress. Among the suggestions for broad-scope investigations which have been made to the International bureau are these:

Relation of advertising expenditure to sales volume in areas or industries.

Compilation and analysis of 1,000 cases representative of many uses of advertising and many types of advertising; to be evenly divided between failures and successes.

An intensive study of the consumer mind.

A series of studies to determine the reasons for the different types of advertising practice in terms of commodity characteristics; an attempt to classify products according to the type of advertising needed.

A study of coöperative advertising by associations, perhaps made jointly with American Trade Association Executives.

A strictly scientific study of certain economic aspects of advertising, perhaps made jointly with the Institute of Economics.

Are improvements in quality of merchandise keeping pace with improvements in advertising and publicity technique?

More exact information on which to base advertising is essential to the highest degree of success in the development reached in 1928. And as the obtainment of such information on a broad scale is dependent on coöperative effort it is apparent that progress in the future will bear a close relation to the accomplishments of organized advertising.

CHAPTER LVIII

AND THEN CAME THE AUTOMOBILE

When advertising shall have had fifty years more of development and the practitioner of 1978 looks back over its history he doubtless will regard as unimportant all progress made up to the time advertising was given the automobile to employ itself upon. The automobile provided the big opportunity which led to the conclusive revealment of advertising as a force of the first magnitude, a force comparable to steam, electricity and—the automobile.

Successful advertising of the motor car set at rest all doubts as to the ability of the average American to acquire an article of luxury when the pleasure of possession is convincingly pictured to him, and opened the way for a class of advertising that has in a quarter of a century revolutionized American living habits and given us the highest standard of living any people ever enjoyed. Beside the automobile other mass selling tasks were obviously capable of accomplishment. A long line of new luxuries and comforts that in the nineteenth century were not for the ordinary family have been developed and made a part of the family possessions as a result of confidence that mass distribution can be attained.

The advertising man, who was an early caller on the pioneer builders of the "horseless carriage" in the last years of the nineteenth century, did not know that what he was proposing would be the means by which a later-day first manufacturing industry would be made possible, that in little more than a quarter of a century the retail value of automobiles and accessories sold in a year would be about six billion dollars, that twenty-three million motor cars would be owned by Americans, or that the "horseless carriage" was destined to change the whole aspect of life for the great mass of the people.

BICYCLE GIVES TRAINING FOR WORK ON AUTOMOBILE

He had, however, sold bicycles until one person in seventy owned one, knew the appeal of journeys into the country, and felt that he could do a great deal for the automobile. True, it cost more than a bicycle. But when he began to advertise bicycles it was not believed children would be buying them on self-earned money. And if \$100 bicycles could be sold in great numbers to children, the sale of \$1,000 automobiles to adults should be possible.

Four automobiles—inventors' cars or cars of foreign make—were registered in the United States in 1895. Charles E. Duryea turned out ten experimental quadricycles in 1896. Haynes made a successful gasoline car in the same year. Ford had constructed a gasoline quadricycle in 1893 which would not turn around but would run straight ahead on a good road, and another in 1895.

The bicycle trade papers were automobile trade journals before an American car was sold. The Horseless Age appeared in 1895, and the Cycle Trade Journal became The Cycle and Automobile Trade Journal. Duryea inserted a half-page announcement in Horseless Age in 1895. It announced simply that he was a manufacturer of "motor wagons." Later he added a picture of his quadricycle. This is believed to be the first advertisement of an American-made motor car. In the 1896-1897 cycle show in New York the Winton Bicycle Company showed the Winton Motor Carriage, a quadricycle, but without results in sales.

News matter in the trade journals in 1896-1897 had to do mostly with foreign cars. The foreign car was advertised occasionally in small newspaper space by the importing agent. His method of fixing the price was to say to an associate, "We ought to get \$10,000 for this green one." By 1897 registration of automobiles in the United States had reached 900.

Sales of American cars began in 1898. Alexander Winton, on April 1st of that year, sold a gasoline car for \$1,000 to Robert Allison, a mechanical engineer of Port Carbon, Pa., which is said to have been the initial sale of an American-made car with an internal-combustion engine. This, according to Mr. Winton, was the result of the first consumer advertising for an American automobile, a one-inch insertion in the Scientific American in which Mr. Winton announced that he

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had "gasoline buggies for sale." Before the end of 1898 Mr. Winton had made and sold a score of cars. In that same year twenty Waverly electrics were sold in Detroit.

The Oldsmobile, the Studebaker, the Locomobile, the Winton, the Haynes-Apperson and several other cars were advertised in full-page and half-page space in the trade journals in 1899. The Locomobile had "ascended and descended Mt. Washington" and it could be repaired by any machinist. The Haynes-Apperson absolutely guaranteed that there was no vibration in its "pleasure carriages of 2-, 4-, or 6-passenger capacity." "Positively no agents" was the concluding line of the Haynes advertisement. Winton pointed out that roads were bad and strength was the need, and that the Winton had "strength and durability besides speed and beauty." Delivery in thirty to forty days was the usual promise.

Advertising continued in the trade papers. By 1900, 8,000 cars were registered, many of them of makes that soon dropped out. These had been sold without consumer advertising. The motor car was still a big curiosity in most parts of the country. Also, there was still, and for some years later, a great deal of doubt as to whether the "devil wagon" was a practical thing for the average man. Most people in 1905 felt sure that to drive an automobile a locomotive engineer's knowledge was necessary.

When consumer advertising began it was light. Dependence still was placed on advertising to the dealer and on the publicity obtained from speedway races and cross-country drives. Racing was for more than a decade a tremendous advertisement for the automobile, whole pages with pictures and exciting headlines being given these contests by the newspapers. This was useful preparation of ground for the type of advertising that was to come. Between 1900 and 1905 there was a slow growth of automobile advertising in the magazines. Oldsmobile, Cadillac, Haynes, Franklin, Buick, Packard, Page-Toledo, Columbia, Studebaker, Maxwell, Locomobile and Autocar were among the cars which began to use general magazines at this period. Quantity production was developing.

This advertising of 1900-1905 reflected the doubt which still existed in the public mind as to whether the automobile would run and whether it was safe to trust one's self to the new idea. Oldsmobile in

EXAMPLES OF EARLY AUTOMOBILE COPY

the Saturday Evening Post in 1903 quoted a seeress as foretelling the Oldsmobile:

Mother Shipton's Prophecy: "Carriages Without Horses Shall Go"
THE OLDSMOBILE "GOES"

Packard's assurance was, "The Packard gets you there and gets you back." Another car was "noiseless." In a Winton, "with your foot on the button" you could "go one mile or a hundred." Another Winton headline was this: "The New York Show Will Be a Success Because the Winton Will Be There—Everybody Wants a Winton and Wants It Quick." The Autocar showed pictorially how it could "lift 275 times its weight."

Claims to perfection were common in 1904. The Haynes was "unequalled in wearing qualities"; you were "absolutely safe" in buying it. The Columbia was "unequalled in construction, unapproached in equipment, unmatched in finish and appointments." Cadillac's claims were more moderate: "The Cadillac can be safely stopped and easily started while climbing the steepest hill; it comes near to being actually trouble-proof."

Illustrations in automobile advertising began with catalog-like half-tones of unoccupied cars, but soon developed into pictures showing the cars being driven. Human figures sometimes were drawn into the car seat, together with a rural background. More often the illustrations were from complete photographs showing the car being driven, and in these pictures the strength of the car might be emphasized by piling it full of heavy men.

In the nine years from 1900 to 1909 American production increased from 5,000 to 127,000 cars a year, and mass was regarded as having truly arrived. Trade-paper and magazine advertising and sensational motor races had done this. Automobile advertising in the trade journals was estimated at \$1,000,000 for the year 1909. Somewhat less was expended in general magazines. With so much accomplished in a limited list of mediums much greater achievements were predicted by advertising men if the automobile would extend its advertising to newspapers, in which little had been done. The author recalls writing an article for the New York Times on this subject which was reprinted by Printers' Ink.

THE HISTORY AND DEVELOPMENT OF ADVERTISING

The Maxwell was the first to try out the farm papers and country weeklies. This \$2,500 experiment during two months in 1909 was so resultful the Maxwell Company extended it. Other manufacturers followed, using newspapers and farm journals, as well as trade papers and general magazines. Thus from 1910 dates the use of all mediums by the automobile, and from that year also dates the greater rate of expansion in sales. Production of 181,000 passenger cars in 1910 rose to 356,000 by 1912. In six years from 1910 mass production brought the average wholesale price of a car down from \$2,000 to \$900. During that period production increased about 800 per cent. Advertising of automobiles increased by about the same percentage.

The annual output of motor vehicles grew from 600,000 in 1914 to 4,000,000 ten years later. What this great mass production has meant in price reduction is pointed out by the National Automobile Chamber of Commerce, which finds that the automobile dollar in 1928 is worth \$1.07 while the cost-of-living dollar is worth but 61 cents. With 857 bushels of wheat the farmer in 1928 can buy a much better car than he could obtain in 1913 for 1,562 bushels. Of other farm products it takes only half as much to buy a beautiful 1928 model as was required to purchase the crude 1913 model.

Up to about 1915 copy appeal in automobile advertising was the joys of touring combined with the mechanical perfectness of the car. The note of smartness which then began to be seen in advertising introduced an additional and very powerful appeal that sold many more cars. It also prepared the way for the closed car, and for the elegance appeal in copy, an appeal that displaced the open touring car with the fashionable sedan and limousine.

About this time, too, there developed a heavy volume of automotive accessory advertising, which aroused additional interest in motoring and helped to build confidence in motor-car performance. In 1914, the earliest year for which detailed figures have been prepared by the Crowell Publishing Company, the advertising of accessories made up half the total of \$4,115,134 for all automotive advertising in thirty magazines. In some of the later years, particularly in 1919 and 1920, the advertising of accessories contributed nearly two thirds of the total. Tires are, of course, the chief item in this division. Bodies and upholstery are represented by a relatively small amount. But in build-

THE BIG APPEAL OF HIGH "ATMOSPHERE"

ing atmosphere around the automobile the advertisements of the body and upholstery makers have produced results out of proportion to the expenditure. The beauty of the Fisher body advertisements and the "grand air" which they imparted to ownership of a car gave the ultimate to an appeal that already was recognized and employed as a most potent one.

The ordinary family likes to have the luxuries the smart people have, and the influential younger generation especially loves the "right" thing. The note did not originate in automobile advertising particularly, but its skillful employment there has had a good deal to do with the tremendous growth of the industry—and with the growth of advertising since 1915. The achievements of this technique in automobile advertising have colored all advertising in which it can be applied. It has produced high results and given the advertising world a new conception of the tremendous appeal of "quiet elegance."

Nowhere has skill in engineering and designing had greater triumphs than in the automobile industry. To the men who have gradually developed the motor car from the crudities of 1900 to the smoothly efficient and handsome product of 1928 the world owes a great debt. Advertising is indebted perhaps more than any other industry. The advertising man must have talking points. In no other line served by advertising has there been so general and generous a supply of year-to-year improvements to provide an ever-growing incitement to the purchase of the product.

Enthusiasm has led to generalizations which do not qualify the claim that advertising has "made" the automobile industry. In an address to the 1928 convention of the International Advertising Association, R. H. Grant, vice president of the Chevrolet Motor Company, told his hearers it would be refreshing to hear an admission that the advertising man had merely shared in such successes. There is a good deal of justice in Mr. Grant's criticism, for without the material which the manufacturer provided, the advertising man would not have had the opportunity which the automobile gave him to demonstrate the power of his art. His technique has at times perhaps been a step ahead of the product, and his requirements to make his work effective may have led to improvements in the automobile, but every advertising man will admit that in no other industry is there quite

THE HISTORY AND DEVELOPMENT OF ADVERTISING

the keen sense of advertising values that men in the motor industry have, or the continuous and successful effort to provide new copy material in the form of improvements.

Leaders in the automobile industry who recall the difficulty experienced early in the century in securing a wide acceptance of the automobile by the public have no doubts as to what it was that created demand. This demand made possible mass production and low price. "Advertising," said President Alfred P. Sloan, Jr., of the General Motors Company in 1928, "has reduced the cost of many articles, such as automobiles, as no other business force could." John N. Willys in 1926 put it thus: "Today sixty-nine cents will buy, in an automobile, what cost a dollar on the pre-war basis; advertising has done the big thing." In 1927 E. T. Strong, president of the Buick Motor Company said: "We all know it [advertising] to be the one great force in the merchandising scheme upon which depends the success of every other element in the process." What advertising has done for the Buick car was told by Mr. Strong in an article in *Printers' Ink*. And what advertising accomplished for the Buick is what advertising does for any good, dependable product:

Advertising has created a condition of goodwill which the automobile manufacturer may now call upon to serve him in many ways. Take for example the experience of our own company. Through many years of consistent advertising we have built up in the public mind belief in, respect for, and acceptance of, the Buick car. We also have gained confidence in the Buick Motor Company as an institution. When we make a certain claim in behalf of any of our merchandise, therefore, the cumulative effect of this advertising structure we have been building causes the truth of that statement to be recognized quickly and without question. Today we can bring out a new model or even revolutionary improvement and obtain quick acceptance for it through advertising. A few years ago, we would have had to put forth many times the effort to obtain acceptance for a new model or an improvement than we do now.

The extent to which the automobile has entered our daily thoughts was reflected in the front pages of the newspapers in 1927, when leading papers sent staff correspondents to Detroit to obtain any scrap of

Studebaker announces a new and finer *Commander* at a still lower price \$1375

(at the factory)

THE world's first truly great motor car of moderate cost now becomes a car still finer . . . at a price still lower!

A new Commander by Studebaker, builder of champions! Worthy heir to the laurels of its gallant predecessor—The Commander which traveled 25,000 miles in less than 25,000 minutes. This record has never been successfully challenged save by Studebaker's great President Straight Eight!

By the measure and worth of a score of betterments, this new Commander merits its heritage of honors. It is the greatest automobile ever built and sold at its price.

New Beauty • New Comfort • New Safety

The new Commander rides more easily—seats its passengers more comfortably—clings to the road at high speed even more steadily. This because of Studebaker's new ball bearing spring shackles and the use of larger hydraulic shock absorbers. Because of wider, deeper, softer cushions. Because the car is lower—and looks lower still.



New Commander Boulevard for Five, \$1375. Bedford and upholstery of French pattern type, with folding canvas top. Full in rear seat. Six more wheels and track standard equipment. Commander Sedan, \$1375. Prices at the factory. Equipment, other than standard, extra.

Safety, in the new Commander, is even more pronounced. A lower center of gravity. A safety steering wheel that cannot fail. Brakes silken-smooth yet instant and powerful. Clear vision in all directions. Non-shattering safety windshield.

Adding new fame to this famous car:

DOUBLE-DOOR TO AISLE
WIDE DOORS AND REAR SEAT
NEW, LOWER, LOWER DRESS
NON-DETACHABLE WINDSHIELD
ADJUSTABLE FRONT SEAT
AUTOMATIC DOOR CONTROL
MATEL FETTERLOCK STEERING WHEEL
BALL BEARING SPRING SHACKLES
HYDRAULIC SHOCK ABSORBERS

Expect, when you take its wheel, to find a still greater measure of brilliant performance, for all that made the former Commander the champion six of the world, has been brought still closer to perfection. New carburetion, new manifold, new

sturdiness of starting in cold weather—to name a few refinements.

And yet . . . the price is lower still!

Artists in coachcraft have deftly redirected its excellent body lines into effects of arresting beauty. Body mouldings have been made to contribute to the look of length, of lowness, of eager speed. Colors harmonies new to motordom, add to the new Commander's beauty, and enhance its graces.

Never was Studebaker's engineering genius and unique One-Price manufacture better exemplified. Never was Studebaker's 77-year-old tradition of manufacturing integrity entrusted more safely.

Here is a six-cylinder motor car utterly without peer in its price class, because it is faster, more enduring, more beautiful, more comfortable. It is a Studebaker and a champion. There are no finer motor car credentials than these.

STUDEBAKER MODELS AND PRICES*

The President Eight . . . \$1785 • \$2175
The Commander . . . \$1375 • \$1595
The Dictator . . . \$1065 • \$1295
The Enkline Six . . . \$835 • \$1045

PRICES AT THE FACTORY

On display after 10 A. M. Sunday—8 A. M. to 11 P. M. Monday—8 A. M. to 11 P. M. Tuesday
together with the new World Champion President Eight

THE STUDEBAKER CORPORATION OF AMERICA

70th and Broadway, Manhattan

8 & 11 364th St., Jamaica

Rose Room, Hotel Plaza, Fifth Ave.

Bedford Ave. at Sterling Pl., Brooklyn

104 St. & Jamaica Ave.
Brooklyn
Crosby St. & Myrtle Ave.
Brooklyn
751 Third Ave. at 66th St., New York

QUEENS

124th Jamaica Ave., Queens Village
Crosby St. at 66th St., New York
Forest Hills

691 Fourth Ave.
542 New Uptown Ave.
687 Avenue U

SCHOOLLEN

1120 24th St.
142 Eastern Parkway
175 Palisades Parkway
115 Palisades Ave.

1120 Avenue Q

171 Flatbush Ave.
181 Broadway

MANHATTAN

1120 Avenue Q
171 Flatbush Ave.
181 Broadway

ROSE ROOM

Hotel Plaza, Fifth Ave.
1120 Avenue Q
171 Flatbush Ave.
181 Broadway

SUBURBAN DISTRIBUTORS AND DEALERS

NEW YORK—(Continued)
ALBANY—The Albany Motor Co.
ALBANY—First New York Motor Co.
ALBANY—Albany Motor Co.
ALBANY—Albany Motor Co.
ALBANY—Albany Motor Co.
ALBANY—Albany Motor Co.
ALBANY—Albany Motor Co.
ALBANY—Albany Motor Co.

CANFIELD—The Canfield Motor Co.
CANFIELD—The Canfield Motor Co.
CANFIELD—The Canfield Motor Co.
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CANFIELD—The Canfield Motor Co.
CANFIELD—The Canfield Motor Co.
CANFIELD—The Canfield Motor Co.
CANFIELD—The Canfield Motor Co.

PATENT—The Patent Motor Co.
PATENT—The Patent Motor Co.
PATENT—The Patent Motor Co.
PATENT—The Patent Motor Co.
PATENT—The Patent Motor Co.
PATENT—The Patent Motor Co.
PATENT—The Patent Motor Co.
PATENT—The Patent Motor Co.

NEW YORK—(Continued)
ALBANY—The Albany Motor Co.
ALBANY—First New York Motor Co.
ALBANY—Albany Motor Co.
ALBANY—Albany Motor Co.
ALBANY—Albany Motor Co.
ALBANY—Albany Motor Co.
ALBANY—Albany Motor Co.
ALBANY—Albany Motor Co.

NEW YORK—(Continued)
ALBANY—The Albany Motor Co.
ALBANY—First New York Motor Co.
ALBANY—Albany Motor Co.
ALBANY—Albany Motor Co.
ALBANY—Albany Motor Co.
ALBANY—Albany Motor Co.
ALBANY—Albany Motor Co.
ALBANY—Albany Motor Co.

NEW YORK—(Continued)
ALBANY—The Albany Motor Co.
ALBANY—First New York Motor Co.
ALBANY—Albany Motor Co.
ALBANY—Albany Motor Co.
ALBANY—Albany Motor Co.
ALBANY—Albany Motor Co.
ALBANY—Albany Motor Co.
ALBANY—Albany Motor Co.

EVER-LOWER PRICES AND EVER-GROWING POSSESSION OF LUXURIES BY
AVERAGE FAMILY

A full-page newspaper announcement in 1928 which gave another extension to the Studebaker's circle of distribution.

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information they could concerning the forthcoming new model Ford Reams of speculation appeared months in advance of the official announcement, all of which was devoured by an eager public. When the announcement came a new record in intensive advertising was set—the expenditure of \$1,500,000 on newspaper advertising in five days. Before the advertisements were published faith in the value to be given in the new car had brought 80,000 advance orders. A few months after the full-page advertisements appeared the Ford Company had orders for 800,000 cars. The cost of this Ford advertising was less than two dollars per order. The retail value of all motor vehicles, parts and accessories manufactured in 1927 was estimated at six billion dollars. Cost of advertising, including the announcements of dealers, was estimated at about sixty million dollars, or about one per cent. of the retail value.

What the automobile has done directly for advertising is indicated by the \$60,000,000 annual expenditure. Indirect benefit—the training which advertising men have received in their employment on the automobile—is incalculable. The keener perception acquired has been utilized in the successful advertising of the talking machine, which began on a scale soon after automobile advertising to the consumer started; in the wide distribution of the vacuum cleaner, the washing machine, various electrical appliances, the radio, the oil burner, artificial refrigeration, and as a part of the technique of selling other luxuries and comforts up to the home itself. If advertising has “made” the automobile industry, the automobile in turn has “made” what we know as modern advertising.

CHAPTER LIX

WORLD WAR DEMONSTRATES GREAT POWER OF ADVERTISING

It has always been true that "advertising has had its greatest development in the last ten years." With reference to the ten years which include American participation in the World War and after effects of the war it is particularly true. A new and greater revelation of the power that advertising possesses came as a consequence of war needs and of conditions following the upheaval.

Advertisements, and advertising technique applied in various printed and oral communications, sold billions of war bonds and raised huge sums for the Red Cross. Advertising men contributed their services and advertisers contributed space. In New York, as an example, the author of this volume, in charge of the Red Cross advertising, obtained from advertisers who had contracts with newspapers and magazines gifts of space valued at two hundred thousand dollars, supplementing the publicity work done by Ivy L. Lee. Outdoor advertising companies and owners of other mediums gave space freely to the cause. Advertising artists did some of the best work of their lives and presented it to the Red Cross. Workers in advertising were well represented in the long list of those engaged in selling Liberty Bonds, and many of them became speakers who stood on soap boxes at street corners and urged everyone to "Buy till it hurts!" The New York effort was typical of the activity everywhere in the United States. The result was twenty-two million subscriptions to Liberty Bonds totalling twenty-four billion dollars and during the same period four hundred million dollars was raised for Red Cross work.

In England and other European countries advertising played the same big rôle as here. Nearly three years before the United States entered the war the British had inaugurated an intensive use of ad-

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vertising, the keynote of which was "Wake up, England!" The phrase by itself met the eye at every turn—in the newspapers and periodicals, on billboards, in the moving pictures, in night flashings, on buses and private vehicles, on sandwich men. Following this beginning came the most stupendous publicity activity England had ever known. For this campaign Sir Charles Higham, an American-trained advertising man, was honored with knighthood. In France the poster artists stirred the people to a depth of patriotism never before touched.

Advertising did not win the war, but it did its bit so effectively that when the war was over advertising and its manifold mediums had the recognition of all governments as a prime essential in any large undertaking in which the active support of all the people must be obtained for success. Without doubt employment of advertising by the United States and the Allies brought an earlier amassing of resources that shortened the war by many months and saved millions of lives, besides those saved by Red Cross work that funds raised through advertising made possible.

With the entrance of the United States in the war in the spring of 1917 came some hesitancy with regard to commercial advertising. Many manufacturers supplying army needs were unable to serve their regular trade. Others had their output for the civilian population greatly reduced by lack of material. Doubt as to the course to pursue continued for some months. Advertising volume fell off. But by the spring of 1918 the matter was seen in its true light. Chairman William B. Colver of the Federal Trade Commission, in an article in *Editor and Publisher* in 1918 pointed out the importance of keeping regular markets intact for peace-time resumption:

Discontinuance or sharp curtailment of advertising because of temporary war conditions would seem to imperil the most valuable asset that any business has—namely: its goodwill. . . . In advertising the business man has built up the intangible or spiritual side of his business, if such it may be designated, as distinct from the material side. It is the spiritual side, as represented by goodwill, that is slower of growth and that is the more seriously jeopardized by neglect—neglect which could take no more disastrous form than an interruption to advertising. Goodwill, in my estimation, is far more valuable than the physical property with which it is

SOME EFFECTS OF THE WORLD WAR ON ADVERTISING

linked. The physical property is in a measure useless without the vitalizing spark of goodwill. The Proctor & Gamble plant might be completely destroyed by fire and yet the havoc would not extend to the commercial identity represented by the name of Ivory Soap. . . . The manufacturer who has converted his factory to war work and has therefore interrupted the production of his original line does not tear down and discard his expensive machinery to save the insurance premiums or other similar expenses.

Manufacturers, instead of stopping their advertising, changed their copy from direct selling to "goodwill" advertising which in one of its forms explained the inability to serve the civilian market, put the blame on the Kaiser and expressed the general determination to win the war. Another was the advertisement which asked the civilian population to consume less of an article needed by the army. In other forms it was simply "institutional." When peace came manufacturers found their regular trade waiting. Had they ceased entirely to advertise, new competitors doubtless would have obtained an important share of the old markets at the end of the war. The lesson learned was the value of continuous advertising even when demand temporarily exceeds output, and its impress has remained.

After peace a portion of the manufacturer's war profits was invested in advertising for the future. "Excess-profits advertising" set new standards in use of space. It went into full pages in the newspapers and double pages in the magazines for a single article. In the newspapers especially, where a full page had been the department store's almost exclusive privilege, the dominance given by the full page brought striking returns to the national advertiser. The result was a permanent revision upward in space which has made the full page an essential of the big newspaper campaign at some period of its progress, brought a more general use of full pages in the magazines, and been a large factor in the great expansion of volume that has taken place since 1920.

Use of excess war profits for advertising to build prestige gave birth to so-called "institutional" advertising, from which has evolved a new type of paid publicity. Many who thought they had nothing that would be benefited by advertising learned that any form of

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service can be advertised to advantage. It was discovered that advertising, besides its use to sell, could be employed to correct misapprehension, reduce friction with customers and bring about a smoother operation in every respect, which had very large significance for the business concerned. To this discovery may be credited much of the spread in public-utility advertising since 1920.

The national income rose by leaps and bounds. The war had brought women and girls into offices and factories to replace men sent to the front and to provide the additional help needed for intensive war-time production. Girls who formerly relied on parents or other kin became economically independent. This was at once reflected in expenditures for the articles that women buy. Greater earnings by women became a permanent influence on sales and on advertising, for since the war a much larger percentage of young women have gone from school into business. A striking example of this influence is seen in the beauty-preparation business which now counts itself in the "billion-dollar class"; advertising of toilet articles increased more than 300 per cent. between 1917 and 1927. Liquor prohibition released for family spending money which the male head formerly had put into his own indulgences, adding that much more to the woman's buying power, and enriching the ground for all advertisers except those who had been engaged in making Milwaukee famous.

With the return of the army arrived the problem of creating work for the discharged soldiers. Facilities for manufacture in a volume far beyond pre-war needs were available as a result of war-time expansion. Work for soldiers and work for costly machinery were dependent on development of demand to new heights. Products born during the war also were ready for manufacture and distribution. Without the extra demand created by the doubling of newspaper and magazine advertising between 1918 and 1920 the quick assimilation of the army into gainful occupations doubtless would have been a different story. Restriction of immigration helped keep wages high. Wide extension of the instalment plan of selling gave millions opportunity to acquire luxuries. New talent of a high order had been brought into advertising by the war. Advertising broadcasted the manufacturer's messages and brought unprecedented returns. In easing the liquidation of inventories based on high-cost material and shortening the period of

BANKER BECOMES A STRONG ADVOCATE


deflation advertising played a rôle which increased the high estimate of its power acquired during the war in upper circles of the business world.

The banker, who as a class has been the slowest to come to a full appreciation of the value of large expenditure on so intangible a thing as advertising, had its worth brought home to him when it got an opportunity to sell an article in which he himself dealt—the investment bond. Accomplishments of newspapers all over the country in surveying and estimating the ability of their territories to absorb Liberty Bonds demonstrated that merchandising methods employed in the planning of advertising could be applied to investments, and that the distribution of bonds to the mass through advertising was as feasible as the sale of other merchandise. Likewise the banker was impressed by the successful employment of advertising where there was a lack of apprehension among the mass with reference to the aims of an institution. The achievements of advertising in the automobile field did much to convert him. Improvement in tone and physical appearance of advertisements added its influence. Altogether, advertising had acquired a new place in his estimation.

The banker thus since 1920 has become one of the strongest advocates of advertising. His complete conversion is seen, not only in the enormous increase of bank and financial publicity but even more importantly in the greatly widened scope of general advertising, where his counsel, if not insistence, has since the World War been for adequacy in

SERIES B—No. 1

WHO GETS THE MONEY YOU EARN?



— Two Kinds of Money
— the kind you keep and the kind you spend

If the other fellows get all you earn, you get nothing—Remember that—
There are two ways that you can use your money—Spend it all or save a part.
But one fact you cannot get away from—you cannot spend your money and have it too.
* You must choose between spending it all now and keeping part of it for the future.
Most of us can save considerable money out of what we earn. But We Can't Save Much Without a Definite Plan and Purpose for Both Saving and Spending
Learn How to Use Your Money—
It's one sure way to boost your income.
Come in and talk over your financial problems.

We Can Help You

The Bowery Savings Bank

110 EAST 42nd STREET 130 BOWERY
Ask for Mr. Lester Ask for Mr. MacDowell

Please send me your leaflet on "Needs and Wants."

NAME _____

ADDRESS _____

INCULCATION OF THRIFT THROUGH ADVERTISING

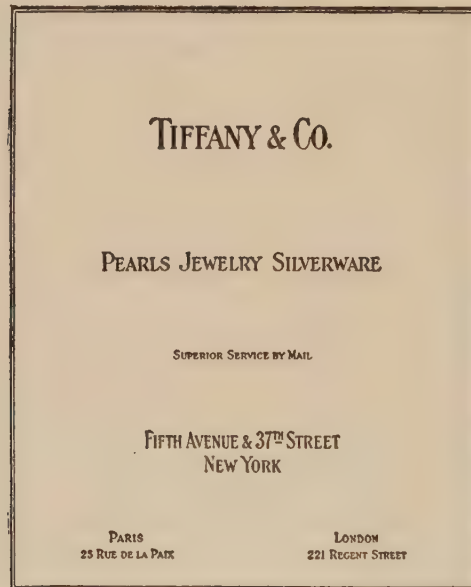
An example of modern savings bank copy (1927).
(Reduced from three-column width.)

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the advertising program. Thus advertising broke down the last great redoubt.

Roger W. Babson, the economist, who has contact with many bankers, in an article in Collier's in 1928 notes the attitude of the modern banker toward advertising:

The banker of the coming generation will hesitate to lend money to a business man who is not advertising. For they know that he is probably due for a deficit. Likewise, investors will look more and more keenly into the advertising policies of corporations whose bonds and stocks are offered for sale.



DIGNITY

In more than half a century Tiffany typography has changed a bit, but the copy method is the same in 1928 as in the 1870's. (Reduced from three-column width.)

CHAPTER LX

THE COÖPERATIVE CAMPAIGN TREND

Intensive advertising, the highly complex character developed by distribution, and the new cognizance of potential markets, have together operated to bring another amplification of commercial publicity, one in which perhaps will be found the solution of some of the knotty problems which modern selling activity has created. This is the coöperative trade campaign. Originating as a means for obtaining the benefits of high-power advertising for small units not able to do the work as individuals, coöperative advertising has become a broad educative method in which the largest join the minor factors in the industry for the good of all.

Incidentally, the newest of the coöperative campaigns at this writing—that of the laundries—shows how deeply in 1928 the importance of advertising has permeated business. Of the 5,500 laundries in the United States 4,000 are contributing to the campaign designed to demonstrate to the housewife that the laundry should do the family washing.

Coöperative advertising dates from around 1900. Tea, apples, and currants were advertised coöperatively in England during the first five years of the century. In the United States California oranges and lemons—the now famous Sunkist—began in 1907 and were followed in 1909 by Florida citrus fruits. Regional growers of raisins, apples, walnuts, prunes and other fruits adopted the group method of selling and advertising in the next half-dozen years, and their success led to coöperative advertising of land in fruit-growing regions.

Profitable results obtained through combined effort by growers and by real estate developers suggested the method as desirable for other groups, but development of the idea outside the fruit field was

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slow. How new the thought still was in 1911 is evidenced by an article in *Printers' Ink* in that year defending it as not Utopian:

If an educational campaign benefits not only the advertiser himself but all others who are engaged in the same line of business, why should not the latter contribute their share of the cost? Is such a plan Utopian? To those who think so, it is sufficient answer to point out that this very interesting species of advertising is being done with excellent results. Since the first of the year the increase in the number of association advertising campaigns has been surprising. The advantage of the plan is obvious, a hundred individuals in one class of industry have greater resources than any one individual in that group. The proof that such advertising is entirely practicable may well suggest to manufacturers a way to remedy adverse conditions which they have been in the habit of thinking unalterable, at least as far as their individual efforts were concerned.

The increase noted in association advertising in 1911 had reference to several associations of lumbermen in the South, and to the paint manufacturers, who by an investigation had found that paint was employed only 25 per cent. as much as it should be. To the Southern Cypress Association is due credit as a pioneer in the building material field, where notable success has acted to spread the practice into other lines. Yellow pine, red gum and oak—other campaigns that had begun by 1911—also came from the South.

The World War held back development of coöperative advertising, but after the war a number of important campaigns were added in the building material field. Results achieved are seen in the use of woods in home building which formerly, through prejudice, were not regarded as suitable for the purpose, and especially in the public's demand for brick and cement in the construction of the home. The particularly efficient publicity work done by the brick manufacturers has so thoroughly associated permanence with brick that to most people the terms are synonymous. In Greater New York the 1924 figure of 1,078 common bricks sold for each \$1,000 of construction changed by 1927 to 1,477 for each \$1,000. Bathroom tile has undergone a 300 per cent. rise in sales. In walnut wood domestic consumption in ten years has risen 900 per cent.

STRIKING RESULTS FROM COÖPERATIVE CAMPAIGNS

Economy of upkeep to be had from use of certain building materials has become as much the knowledge of the man who does not yet own a home as of the man with actual experience in such matters. "Save the surface and you save all" has taught the value of frequent painting and more than doubled the consumption of paint in the face of a greater use of materials which do not require painting, such as brick and cement. By association effort the copper and brass interests have brought about the use of their products in even the most moderate-priced homes, consumption of copper in the building industry showing an increase of 100 per cent. in the five years since the Copper & Brass Research Association began to advertise, and brass pipe an increase of 400 per cent. during the same period. In 1928 the manufacturers of wrought-iron pipe are beginning a joint campaign.

Of the seventy-five associations and groups advertising in 1928, more than one third come from the building material field, where coöperative effort by manufacturers originated. Of these, thirteen are lumber associations, indicating a success that has made co-operative advertising an accepted method among the more or less competing divisions of that industry.

Some results of coöperative advertising of foods have been sensational. The Sunkist orange is seen on every fruit stand. Its success is perhaps best shown by the increase in the advertising appropriation from \$6,000 a year to nearly \$1,000,000 a year. And the cost of advertising Sunkist oranges and lemons is only one fourth of a cent per dozen. The Hawaiian crushed pineapple, a new product, was made a national dish in a year. This was followed by sliced pineapple, which also has become a favorite dessert. Salmon was rescued from a glutted market and given a market in which there is eager demand.

One manifestation of the group idea which has done much to arouse interest in coöperative advertising is the "Say it with flowers" campaign of the florists of the nation. Here was a gracious and pleasing habit that was confined to a very small part of the population, or to one or two days of the year. It was a notable example of underconsumption. The florists' oft-repeated suggestion has resulted in a diffusion of the flower-giving habit among a vast number of people who formerly did not think of flowers. Use of greeting cards also has been increased by coöperative advertising, with added pleasure for the

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individual on anniversary occasions. Lest the pleasure which the piano in the home gives to both player and listener be forgotten among the many attractions of modern life, the National Piano Manufacturers' Association has been conducting an advertising campaign—which has been most successful—to remind the family of the spiritual enjoyment which only the ownership of a piano and the ability to play it can provide.

Coöperative advertising of coal is an instance of defensive employment of publicity against the inroads of a new invention, in this case the oil burner, where individual advertising of a new product has reduced consumption of the older product. Spread of information which will educate people in a more efficient use of coal is expected to give coal consumers better results from coal and offset some of the arguments made for the oil burner. Ice dealers likewise are advertising for customers to replace those lost to artificial refrigeration. The attitude of the artificial refrigeration makers toward the iceman's advertising is illustrative of the modern view of a rival's advertising. Ice advertising has developed customers among families which previously used no refrigeration, and the ice-machine manufacturer sees in this an increase in potential customers for his product.

The impetus which the trade coöperative campaign has received since 1925 is seen in a 50 per cent. expansion in the number of such advertisers in the three years preceding this writing, and in the growth of expenditures. Where previous to 1925 a half-million-dollar expenditure was the maximum, the plans in 1928 call for a million and more a year. Laundry owners have subscribed \$7,000,000 for a four-year campaign, and it is expected that collateral local advertising by laundries to tie up with the national campaign will bring the total expended on laundry advertising in four years up to \$20,000,000. The National Lumber Manufacturers program calls for \$5,000,000 expenditure in five years; the magazine schedule alone for 1928 totals \$712,000. The National Retail Lumber Dealers Association program is on a stupendous scale—an expenditure of millions in four years on advertising and collateral activities which are expected to turn mere storage yards into real merchandising and selling establishments, doing away with traditional methods, or lack of method, and revolutionizing the lumber industry. The Photographers' Association of

GROWING IMPORTANCE OF THE COÖPERATIVE EFFORT,

America is putting \$2,000,000 into a four-year campaign to get more people to come and sit for a photograph—or permit a photographer to come to the home and pose it. .

The potentiality of group advertising for great expansion from the point reached at this writing is evidenced by the use that is being made of it to increase consumption of commodities which have been regarded as thoroughly sold to the public. Soap is an article which everyone knows and uses more or less. Soap manufacturers for fifty years have been among the leaders in expenditures for publicity. Yet the soap industry by investigation has found that employment of soap is susceptible of an increase that will represent a huge volume of business. The Cleanliness Institute has been formed to reach certain classes of the population which, while they use soap, do not use it often enough. Education in the desirability of more employment of soap is expected to bring about in these classes something nearer the idea of habitual cleanliness that prevails in higher strata. In candy also it is felt that the saturation point is far away, and here, too, a campaign is in progress which is expected to increase consumption by education in the food value and healthfulness which candy possesses, and by a picturing of the joys of the gift box.

It seems likely that the higher purpose of advertising—information and education—will figure more largely in the future as a result of development of joint-effort trade advertising, which is essentially an educative form of publicity.

The older form of coöperative advertising—community advertising—is an expansion of the idea that was born when the Western railroads began advertising individually for settlers. Up to the end of the nineteenth century the building of prestige for a region and encouragement of visit and settlement was considered the railroad's task, but around 1900 groups of summer-resort hotels began joint-effort advertising. Presently others in the community joined with the hotels. To a campaign started in 1911 to advertise "New York City, the Wonderful Summer Resort by the Sea," contributions were made by milk and coal dealers and the subway as well as hotels and railroads.

From summer-resort publicity the idea grew into advertising for industries and to build general prestige for a region or city. With the

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formation of chambers of commerce and other local business organizations this class of advertising has grown until some four hundred communities are employing newspapers and magazines to inform the rest of the world on their attractions in one or more respects.

Pacific coast states and cities were pioneers in community advertising and largely to the results which they obtained is due the spread of the practice. Tacoma, Seattle and Portland owe much to carefully planned, systematic advertising. The All Year Club of Southern California, the city of Los Angeles and the San Diego California Club were other early community advertisers. What advertising has done for California is seen, not only in the tremendous tourist business the state enjoys but in the increase in permanent population and the growth of industry. No less than forty communities in California are advertising. Los Angeles and Southern California spend \$700,000 a year in advertising to the outside world, and San Francisco invests \$400,000 a year.

Next to the Pacific coast in enthusiasm for community advertising comes the South. In one Florida city 15,000 individuals contributed to the fund. New Orleans, long a community advertiser, has modified the popular conception of that city as a sleepy, romantic Creole town and caused the world to know that it is an ideal industrial location. Atlanta, Ga., which has invested \$250,000 a year for three years in advertising, gives some credit to this for 169 new manufacturing plants, with an annual pay roll of \$8,000,000. Asheville, N. C., during the seven years it has been advertising, has doubled its manufacturing and doubled its population. Dallas and other Texas cities have joined the score of other Southern cities each of whom is investing from \$25,000 to \$250,000 a year in advertising, with every evidence of great profit.

Among the community advertising in 1927 were sixteen state campaigns. These were designed in some cases to attract industry and permanent residents, in others to attract tourists and obtain for the state some of the \$1,000,000,000 which it is estimated the American public spends annually on vacations.

Financing of campaigns has developed from the voluntary contribution method to an annual tax on the whole community, especially in the Far Western and Southern states. According to the Department

WHERE A SOUND PLAN IS PECULIARLY NECESSARY

of Commerce, funds for community advertising were in 1927 raised in seventy-two cities wholly or partly from taxation, an indication of the social and economic value placed upon publicity for the community.

A good sign in both trade coöperative and community advertising is the growing tendency to adopt the three-year program and to raise the fund for the entire period before any advertising is begun. With the better assurance of results which that sound plan has in it, development of this modern phase of commercial publicity seems likely to be an outstanding feature of advertising progress in the near future.

CHAPTER LXI

RADIO, THE POTENTIAL GIANT

In 1920 there entered a new and double-acting influence—wireless telephony for broadcasting the human voice, which in eight years has become a \$500,000,000 industry and the contributor of an estimated \$18,000,000 annually to newspaper and magazine advertising, and has itself developed into a medium for commercial publicity in which it is estimated \$15,000,000 a year is being invested by local and national advertisers through five hundred American broadcasting stations.

Radio when it arrived in a set for popular use found a well-tested advertising technique and highly developed distribution machinery ready with power on. Growth in the public's annual expenditure for radio sets and accessories from \$2,000,000 in 1920 to \$500,000,000 in 1928 is the largest development in an American industry in a similar period of time. The quick expansion of radio advertising volume in newspapers and magazines has been almost as phenomenal as the technical development of the product. Even the automobile presents no such percentage of growth in six years. From the first advertisements in 1922—the Radio Corporation of America began in that year with an advertisement headed, "When Marconi Heard the Radiola Grand"—the advertising of sets and accessories has grown in six years to magazine and newspaper expenditures by manufacturers and dealers totaling nearly a score of millions. Following the establishment of broadcasting stations radio sales jumped from \$5,000,000 in 1921 to \$60,000,000 in 1922.

Three great inventions which have come into use in the twentieth century—the airplane, the motion picture and radio—have become advertising mediums. The airplane as a skywriter in smoke letters, or as a flying electric sign at night, has had a limited employment, though it is a stunt that always gives the "reader" a thrill. The

RADIO A MEDIUM OF THE FIRST RANK

moving picture has been used for neighborhood trade advertising and for the exposition of how a product is made. Its main place, however, in advertising is probably as a visualizer of industrial equipment in action. Here it has become an important aid in the selling of machinery and other articles of which samples cannot be carried. The product can with the motion picture be demonstrated in a vivid and highly interesting way in the prospect's office, perhaps even better than if the machine itself were at hand. If necessary the projector can be slowed down so that the eye can follow the action of an intricate and fast machine.

In comparison with the leading mediums—newspapers, magazines, outdoor and direct mail—the airplane and motion picture are, however, but minor factors. Radio broadcasting, the other member of the trio, is a medium of first rank, and one with fascinating potentialities.

Broadcasting of advertising began in 1923. At this writing, besides the many local advertisers who are "on the air," the new medium is being employed by national advertisers over the chains of the National Broadcasting Company and the Columbia Broadcasting System. These radio advertisers include many leaders of advertising in printed mediums.

Individual expenditures of several hundred thousand dollars a year on radio broadcasting by companies which have had long experience in every form of publicity is evidence of the effectiveness of the new medium. When Dodge Brothers in 1928 put \$65,000 into an hour's broadcasting through thirty-three stations—the sum included payments as high as \$7,500 to individual artists—it felt assured the sum thus spent on sixty minutes of entertainment for a dozen or more millions of people would produce a big profit, though perhaps only three or four minutes of the time was used in direct advertising of the Dodge automobile. The General Motors Company's expenditure on broadcasting in 1928 is reported to be more than \$500,000. Importance of what Frank A. Arnold, Director of Development of the National Broadcasting Company, calls "the fourth dimension of advertising" is indicated further by the establishment of broadcasting departments in advertising agencies and the engagement by agencies of men with specialized experience in this branch of publicity.

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In general, the radio is productive for the advertiser mainly as a complement to current newspaper and magazine advertising. Broadcasting already has brought an increase in printed publication advertising put out in conjunction with it. If history is repeated expansion in broadcasting of advertisements will result in a greater employment of all other mediums. It has been found that the exceptional kind of goodwill which sponsorship of a radio program obtains for an advertiser greatly enhances the value of other advertising. The thousands of letters received by broadcasting advertisers testify to the appreciation felt by listeners. A utilities corporation—the Cities Service Company—receives 5,000 letters a month. One company has a mailing list of 150,000 made up from letters sent by radio listeners. As high as 85,000 letters and telegrams a month are received by the National Broadcasting Company in addition to those which are sent to the advertisers at their own addresses.

In 1928 the technique generally employed in radio broadcast advertising is in the proclamation stage, not permitting much more than a mention of the advertiser's name and product, though experiments are being made with longer product talks which precede the musical or other entertainment. With present methods, advertisers are chiefly concerned with the character of program that will bring in the greatest number of listeners—jazz, classic, or a mixture, and just what mixture. The writing of little popular-style playlets in which the advertiser's product figures points to the possibility of making a larger portion of the program a direct advertisement. It seems likely the radio will evolve a form of "copy" which will be a continuous advertisement and yet obtain and hold the attention of the audience, although current belief is that the public resents advertising. The method finally found may be one as little dreamed of at this time as radio broadcasting of advertisements was a quarter of a century ago.

With the addition of television, by which a picture of the product in colors will appear before the home radio audience, there is the probability that the department store counter will be radioed right into the home. It is conceivable, as someone has pointed out, that at a certain hour each morning a department store salesman will unroll bolts of fabrics or place other articles before a camera and with colored motion picture and microphone give a selling talk to several

POSSIBILITIES OF BROADCASTING ARE IMMENSE

hundred thousand women who have seated themselves before the radio in their homes and tuned in for the daily store news. Conditions in 1928 may seem to preclude such detailed advertising through the air, but in view of the amazing technical progress that has been made, who will say that the procedure described is not within the realm of procurability?

The immense possibilities of broadcasting are seen in the number of receiving sets in use in the United States, variously estimated at from 4,000,000 to 10,000,000. Taking 6,000,000 as the figure for fairly good sets and a fraction over four as the average number of listeners, we get a potential audience of 25,000,000 with all the stations in the national chains in use. When a pleasing program is put out over even a portion of the great chain and the announcer informs several million listeners that the program is made possible by the courtesy of the manufacturer of a certain product it is likely goodwill has been established with appreciative persons which will be reflected in a friendly attitude among a great number toward the advertiser's product.

It is interesting to note that in the two countries where advertising is the most highly developed the distribution of radio receiving sets is the greatest. In the United States it is about 50 sets per 1,000 of population. In Great Britain the figure is about 37 sets per 1,000. In Germany it is only 22 per 1,000, and in some of the European countries less than 1 per 1,000.

Fifty-seven countries have broadcasting stations. In 1928 officials of the League of Nations estimated Europe's radio audience at 28,000,000. It is believed that altogether 75,000,000 persons over the world "listen in" on local and regional programs. The number is growing fast, probably 10 per cent. a year. The magic of the radio adds to the interest. Literacy does not figure. Mental effort is reduced to that involved in the reception of an oral message. Potentially the greatest instrument for the dissemination of knowledge the world has ever known, radio broadcasting presents a field in which it seems certain will come developments of very great significance to advertised products.

CHAPTER LXII

EDUCATION IN ADVERTISING PRACTICE

At an essay contest in an Eastern college somewhere around 1903 a youth mounted the platform, bowed to the faculty and to the audience on the floor, smiled, and said:

“Good morning, have you used Pears’ Soap?”

Grins of delight from the students at what looked like the most daring prank of the year. Puzzled expressions, with a suggestion of horror, on the faces of some of the faculty. Then the young man proceeded with his paper—it was on the economics of advertising—and won the prize.

Correspondence school courses in advertising technique date from around 1900. A decade later Harvard University, New York University, Boston University, Northwestern University, the University of Missouri and several others of the higher institutions of learning were teaching marketing and advertising as a knowledge essential to business success, and the names of advertisers and of advertised products were being freely spoken out in the halls of education.

At this writing thirty-nine universities and colleges with high requirements for admission have schools of business in which marketing and advertising are taught. These are located in twenty-seven states. In nearly every state of the union smaller colleges and various schools are teaching advertising.

The Alexander Hamilton Institute, which gives a course of business training by mail designed to fit men for executive positions and which includes advertising among other subjects, has 370,000 students on its rolls. The International Correspondence Schools at Scranton, Pa., are teaching thousands annually. Y. M. C. A. and other evening courses have for ten or fifteen years at this writing included advertising. In New York and other large cities a course in advertising copy is given in the high schools.

IMPORTANT SERVICE RENDERED BY EDUCATORS

The School of Commerce, Accounts and Finance of New York University, which added an advertising course in 1909, has some eight hundred students preparing themselves for business. In a year's work they take an average of three courses each from the advertising list which includes marketing, copy, layout, typography, campaigns, mediums, industrial advertising and psychology. At Columbia School of Business there is another large class. A survey of New York City to divide it into income and purchasing-power areas, made by senior students of the New York University's School for the New York World, is an example of excellent work of that kind.

Columbia likewise has conducted a number of marketing studies and advertising tests and published them for the benefit of the business world. Members of the Columbia faculty have contributed to advertising literature, "An Investigation of Attention to Advertisements" by H. K. Nixon, and "Bibliography of Retailing," "Retail Selling and Store Management," and other volumes by Paul H. Nystrom. From the faculty of the New York University School of Commerce have come more than a score of books on marketing and advertising, including some of the best-known volumes on these subjects. George B. Hotchkiss is one of the authors of the collaboration, "Advertising, Its Principles and Practices," a thorough treatment of the subject, published in 1915, and in 1927, with H. E. Agnew as co-author, he produced a new book on the same subject published by the Alexander Hamilton Institute. Mr. Hotchkiss and R. B. Franken of the faculty collaborated on "Leadership of Advertised Brands" (1923) and "The Measurements of Advertising Effects" (1927). Mr. Hotchkiss's "Advertising Copy," published in 1924, is rated as one of the best books on this subject. "Coöperative Advertising," by H. E. Agnew (1926), discusses a most interesting development in modern publicity. A useful monograph by Professor Agnew is "Three Hundred Trade Marks That Stand Out," published by the Periodical Publishers' Association. "Successful House Organs" (1920) and "Successful Direct Mail Advertising" (1921), by R. E. Ramsay, are found on the book-shelf of the advertising department in most large concerns.

The College of Business Administration at Boston University, with an advertising course that ranks very high, is well attended. In the

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Middle West the business schools of Northwestern University and the University of Chicago are notable for the training they give in advertising. Northwestern University has as president Walter Dill Scott, author of several books on advertising psychology, a pioneer in that subject, and a man who has influenced advertising development for a quarter of a century. Pittsburgh University has a well-organized department of business and advertising under the direction of Professor Arthur Spalding. On the Pacific coast the University of Oregon and the University of California in particular have received the praise of advertising men for their work. Other schools of strict requirements and of high rank are scattered among the states from the Atlantic to the Pacific, in most cases a part of the state university.

Prominent among the schools of marketing and advertising stands the Harvard School of Business Administration, which has grown to be a national institution in its influence. Starting in 1908 with 80 students, the Harvard Business School had a gradual growth until the World War and thereafter a rapid growth, until in 1926-1927 there was an enrollment of 785 students from 202 colleges located in 44 states, 2 possessions of the United States and 15 foreign countries. New buildings, constructed in 1926 under the George F. Baker Foundation, will care eventually for 1,000 students.

Special recognition of the place of the Harvard School in the business life of the country was given in 1924 through the \$6,000,000 gift of George F. Baker of New York to provide a group of buildings costing \$5,000,000 and an endowment of \$1,000,000. In 1927, William Ziegler made a gift of \$1,000,000 in memory of his father, who, like the son, was president of the Royal Baking Powder Company.

The Harvard Business School is a graduate institution requiring a bachelor degree, or its equivalent, from recognized colleges. Its work is not designed to take the place of a college education, but to supplement it, providing a professional training in business. In the first year of the two-year course, the aim is to give a broad picture of the problems of business. The student takes courses in factory management, marketing, finance, accounting and statistics. In the second year, a certain degree of specialization is permitted in particular fields, one of which is marketing. Students concentrating in the marketing field study sales management, retail store management, and

HARVARD A CENTER OF EDUCATION IN ADVERTISING

advertising. Each year the school sends approximately 20 per cent. of its graduates into work in the marketing field.

Practically since its inception the Harvard Business School has been carrying on organized research, a large part of which has been in the field of marketing. This has been of considerable value to business, attested by the fact that practically all research has been carried on through the support of business organizations and business men. In its Bureau of Business Research numerous studies on the costs of doing business in various wholesale and retail trades have been made. In 1927 this work was expanded to include a study of the distribution costs of food manufacturers. Other marketing studies carried on have inquired into the distribution of textiles, the effect of cotton hedging for cotton mills, merchandise control in department stores, and problems of the wholesale and retail trades, all of collateral interest to the advertising man.

A large part of Harvard's research effort has been devoted to the gathering of business experiences, or of "case material," which has been used, first, to provide case or problem books for use in its own classes and in those of other collegiate institutions; and secondly, for inclusion in the Harvard Business Reports. These cases are gathered by field research men working under the direction of a staff member and represent statements of actual business situations. In the various business fields, the Harvard school has published some ten case books for teaching purposes, one or more of which has been adopted in more than one hundred colleges over the country. Thus it is seen that the school has been providing a considerable amount of instruction material for American colleges teaching business. A number of these problem books have been on subjects dealing with the marketing field and include "Problems in Marketing," by Melvin T. Copeland; "Problems in Retailing," by Donald K. David and M. P. McNair; "Problems in Export Sales Management," by H. R. Tosdal; "Problems in Importing," by G. G. Roorbach; "Problems in Sales Management," by H. R. Tosdal; and "Problems in Advertising," by N. H. Borden.

In the Harvard Business Reports cases are published with commentaries by staff instructors. Thus records of numerous types of business problems are being made generally available to business

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men and teachers. Six volumes of the Harvard Business Reports have been published to date. Of these, two volumes deal exclusively with marketing and advertising problems, while numerous such problems figure in the other volumes. The interest of advertisers in this type of research was shown in 1926 when a group of advertising agencies and publishers pledged themselves to contribute \$25,000 a year for a period of three years to carry on case collection in the advertising field. It is expected that from this work will come additional volumes of the Harvard Business Reports dealing with advertising.

The modern attitude of high educational institutions is notable evidence of the prominence advertising has attained. From Harvard and other colleges are coming into business a class of graduates who arrive with a knowledge of the principles of marketing and advertising which formerly was acquired only after a long apprenticeship. Many of these graduates go into advertising as their special work. Others who have taken the course enter business with an understanding of the methods and purposes of advertising which will enable them to give intelligent coöperation to the advertising department. One effect is to prevent waste. And if the practice of advertising ever becomes a science the work of our colleges will have had an important share in making the knowledge more exact.

A growing influence for the betterment of advertising are the Bok awards, established by Edward W. Bok and first awarded for the year 1924. Mr. Bok, long associated with advertising as editor of the Ladies' Home Journal, was, like many advertising men, conscious of a heavy percentage of haphazard, planless and poorly done advertising. Announcement of the Bok foundation, which appeared in Atlantic Monthly in October, 1923, focused attention on the subject and by itself had an effect for improvement.

Mr. Bok's announcement gave as "the general hope" contained in the awards:

First: That they may act as a deserved individual encouragement to those in whose hands the writing of advertisements is entrusted, and create in their minds the thought that there exists a tribunal which is henceforth to be watchful of conscientious effort in their line of endeavor and place thereon the seal of public approval;

BOK PRIZE AWARDS FOR GOOD ADVERTISEMENTS

To foster the usage of correctly expressed English;
To encourage the art of effective expression in few words;
To attain a higher standard of art;
To achieve a truer realization and acceptance of typography as an art.

Second: That there shall exist behind the advertisement a previously conceived intelligent and comprehensive plan of production and distribution.

Thus the awards were designed to encourage on the part of the advertiser

The necessity, by careful research, of a correct understanding of the possibilities of the market to which he seeks to appeal before he launches his advertising campaign;

A recognition of the necessity that proper production facilities and distribution methods must precede and not follow expenditure for advertising.

To administer the awards Mr. Bok selected the Harvard Business School. For the first years, which are regarded as experimental, the awards have been made under the classifications named in the following list of awards up to 1927:

GOLD MEDAL FOR DISTINGUISHED SERVICES TO ADVERTISING

1924—National Vigilance Committee of Associated Advertising Clubs of the World.

1925—Earnest Elmo Calkins of Calkins & Holden Advertising Agency.

1926—Orlando Clinton Hahn, in recognition of his work as president of the Audit Bureau of Circulations.

1927—James H. McGraw of McGraw-Hill Publishing Co., business periodicals.

NATIONAL CAMPAIGNS OF AN INSTITUTIONAL CHARACTER

1924—General Motors Co. (10 advertisements).

1926—General Electric Co. (10 advertisements)—submitted by Barton, Durstine & Osborn.

1927—Canadian Pacific (10 advertisements)—submitted by Ronalds Advertising Agency.

NATIONAL CAMPAIGNS OF SPECIFIC PRODUCTS

1924—Lux (10 advertisements)—submitted by J. Walter Thompson Co.

1925—Postum (10 advertisements)—submitted by Young & Rubicam and the Postum Cereal Co.

1926—Ivory Soap (10 advertisements)—submitted by the Blackman Company and the Procter & Gamble Co.

1927—Pet Milk (10 advertisements)—submitted by Mrs. Erma P. Proetz of Gardner Advertising Agency.

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LOCAL CAMPAIGNS

- 1924—Macy's (10 advertisements)—submitted by Barton, Durstine & Osborn.
- 1925—Tydol (5 advertisements)—prize for specific product campaign—submitted by Joseph Richards Co.
- 1925—Ovington's (9 advertisements)—prize for retail store campaign—submitted by Pedlar & Ryan.
- 1926—Kreider Rotzel Realty Co. (3 advertisements)—submitted by Campbell-Ewald Co.
- 1927—Macy's (9 advertisements)—submitted by Barton, Durstine & Osborn.

INDUSTRIAL CAMPAIGNS

- 1926—Rome Wire Co. (10 advertisements)—submitted by Rome Wire Co. and Moser & Cotins.
- 1927—D & G Sutures (19 advertisements)—submitted by Davis & Geck, Brooklyn, N. Y.

ADVERTISEMENTS MOST EFFECTIVE IN USE OF TEXT

- 1924—Metropolitan Life Insurance Co.—submitted by same and Hawley Advertising Co. with recognition to Robert Lynn Cox of the insurance company.
- 1925—Nation's Business—submitted by Merle Thorpe of Nation's Business.
- 1926—Bank of Troy, N. Y.—submitted by A. W. Diller.
- 1927—Marshall Field & Co.—submitted by Barton, Durstine & Osborn.

ADVERTISEMENTS MOST EFFECTIVE IN USE OF ILLUSTRATION

- 1924—Eastman Kodak Co.—submitted by L. Hayward Bartlett of this company.
- 1925—Daniel Hays Gloves—submitted by Willard D. Humphrey of McKinney, Marsh & Cushing, with recognition to Roy F. Heinrick, the artist.
- 1926—Prudential Insurance Co.—submitted by same with recognition to E. Stanley Turnbull, the artist.
- 1927—Cadillac advertisement—prize awarded to T. M. Cleland.

ADVERTISEMENTS MOST EFFECTIVE IN COMBINATION OF TEXT AND ILLUSTRATION

- 1924—Pet Milk advertisement titled, "Take Baby and Go"—submitted by Mrs. Erma P. Proetz of Gardner Advertising Agency.
- 1925—Pet Milk advertisement titled, "Cooked in Milk"—submitted by Mrs. Erma P. Proetz of Gardner Advertising Agency.
- 1926—Château-Frontenac—Canadian Pacific Advertisement—submitted by Federal Advertising Agency.
- 1927—Wesson Oil—prize awarded to Calkins & Holden.

ADVERTISEMENTS MOST EFFECTIVE IN TYPOGRAPHY

- 1926—Snowdrift—Calkins & Holden.
- 1927—Ford Motor Company—Prize awarded to the company (not submitted by them).

A GOOD ADVERTISEMENT: CRAFTSMANSHIP OR RESULTS?

The awards are made each year by a new jury composed of advertisers, agency men, publishers and representatives from the teaching profession. In 1927 more than four thousand advertisements were submitted. Advertising men who have expressed the opinion that the awards should be made on the basis of returns from an advertisement or campaign rather than on craftsmanship doubtless realize the difficulty of a selection on that basis, but perhaps hope that by discussion of such a plan a way may be found for giving more points to what the advertisement has accomplished for the advertiser.

CHAPTER LXIII

GROWTH AS SHOWN BY EXPENDITURES

Stories of America's extraordinary industrial expansion seldom give mention to advertising. Its story is hidden in the chronicles of industries it serves—in this and that “romance of a billion-dollar industry.” Yet figures showing advance in money value of annual output of advertising are as striking as similar figures for other industries.

When in the early 1840's the extent of advertising first began to attract attention in the United States, the estimate, if anyone made one, doubtless was the wide-eyed exclamation, “It must be a million dollars a year!” Someone calculated that eleven million newspaper advertisements appeared in American newspapers in 1847. If they had all been run at the rate for regular commercial advertising common to the city dailies of that decade—\$30 to \$32 a year for a “card” of ten lines, or about ten cents an insertion—the money value of newspaper advertising in 1847 would be around \$1,100,000. But much of the advertising was casual and at a higher rate. Tripling the guess based on annual contract rates gives us a second guess of \$3,300,000 as the expenditure for publication advertising in 1847.

For the Civil War period, when there was a 3 per cent. war tax on advertising, we have the returns made to Washington. The income of publishers from advertising during the five years of the impost averaged \$6,553,285 a year. For the last year of the tax, July 1, 1866, to June 30, 1867, income from advertising was \$9,609,326.

Newspaper and periodical income in the 1860's does not represent all the advertising that appeared. Publishers' bad debts were then running 25 per cent. The Southern states were not represented. In making comparison with modern figures it should also be kept in mind that agents' commissions previous to 1890 were higher and

GROWTH OF ADVERTISING SINCE 1867

rate cutting was common. Throughout the nineteenth century publisher's income was less representative of the lineage published than it is at this writing.

From 1880 we have census figures. The census of 1880 gave the income of newspapers and periodicals from advertising as \$39,136,306, a gain of nearly 400 per cent. over the figure for 1867, showing the influence of the great wave of patent-medicine advertising and expansion in department-store space in the '70's. Government figures present this picture of the growth of publishers' receipts for advertising from 1867 to 1925:

	<i>Newspapers</i>	<i>Periodicals</i>	<i>Total</i>
1867 (tax returns)			\$ 9,609,326
1880 (Census)			39,136,306
1890 (Census)			71,243,361
1900 (Census)			95,861,127
1905 (Census)			145,517,591
1909 (Census)			202,527,925
1914 (Census)			255,412,144
1919 (Census)	\$373,501,890	\$154,797,488	528,299,378
1921 (Census)	\$521,685,483	155,301,227	676,986,710
1923 (Census)	580,937,741	212,955,728	793,893,469
1925 (Census)	661,513,242	261,759,431	923,272,673

Adding to the last census total of \$923,272,673 an estimated \$35,000,000 for commissions to agencies on magazine and national newspaper space we get an expenditure of close to a billion dollars for newspaper and periodical advertising in 1925. In the following year publication advertising definitely became a billion-dollar industry.

A reasonable estimate for 1928 places the annual expenditure for newspaper advertising at \$800,000,000 and in periodicals of all kinds, including business and farm papers, at around \$300,000,000, a total of \$1,100,000,000.

Adding an estimated \$75,000,000 for outdoor advertising, \$20,000,000 for street-car advertising and \$15,000,000 for broadcasting we get a total of \$1,210,000,000 as the estimated expenditure in leading mediums but one. The missing item is direct mail.

Direct-mail advertising includes form letters, circulars, pamphlets, booklets, catalogs, house organs, calendars and blotters. The number of circulars received by the individual at his business or home is a matter of common remark. They represent an enormous sum in print-

THE HISTORY AND DEVELOPMENT OF ADVERTISING

ing and postage. Expenditure of \$25,000 on a booklet is not unusual. A catalog may cost \$100,000 to produce. There are several thousand house organs, costing each from \$5,000 to \$50,000 a year to produce.

When we get to the mail-order houses the annual investment in direct-mail advertising runs into the millions. The Sears Roebuck catalogs of various kinds, totalling 75,000,000 a year, and the 10,000,000 circulars that house sends out annually, require for postage alone more than two and a half million dollars. Sixty million pounds of catalog by one only of the several large mail-order houses!

An index to the distribution of national advertising effort among the different mediums in 1928 is given by the results of a questionnaire sent its members by the Association of National Advertisers. One hundred and sixty members responded. The tabulation showed:

<i>Medium</i>	<i>Total Number Using</i>		<i>Number Using</i>		
			<i>"Domi- nantly"</i>	<i>"Exten- sively"</i>	<i>"Limited Way"</i>
General magazines	125	78.1 %	68	33	24
Newspapers	86	53.7 %	19	31	36
Farm papers	38	23.8 %	8	20	10
Radio	16	10.0 %	3	5	8
Business magazines	131	81.8 %	33	35	63
Outdoor	41	25.6 %	6	8	27
Direct mail	114	71.0 %	31	48	35
Window display	88	55.0 %	10	47	31

Here we have half of those responding using direct mail either "dominantly" or "extensively." Hundreds of thousands of businesses employ direct mail ranging from a grocer's circular to the costly catalog of the manufacturer. What the expenditure is on direct-mail advertising in all its forms is a guess, but the author believes an estimate of \$1,000,000,000 a year is not too high.

So advertising becomes a \$2,220,000,000 industry without counting the cost of the many elaborate lithographed window displays and other show cards that go out to the trade each year. Novelties add other millions. A big total is spent on booths at exhibitions, including the many county fairs. And if all the items that are charged to advertising on the books of some concerns—door-to-door sampling, store demonstrations, trading stamps; entertainment of buyers, the gold-laced uniform of the doorman—are accepted, the advertising expendi-

TREMENDOUS EXPANSION SINCE 1913

ture attains further size. It is probable we have an industry greater than our highest estimates.

In comparisons of 1927 advertising volume with 1913—the earliest year for which detailed statistics are available—there comes before the advertising man a series of progress pictures each of which is a chapter in the romance of American business. They reflect the growth of present-day American prosperity, which advertising has done so much to make. Figures for thirty leading magazines of monthly or weekly issue show the advance made by each class from 1913 to 1927 inclusive. During this period total annual advertising expenditure in the thirty magazines checked by the Crowell Publishing Company grew from \$25,000,000 to \$148,000,000, or approximately 500 per cent. In the larger classifications, automobile advertising expanded 472 per cent.; building materials, 763 per cent.; drugs and toilet goods, 712 per cent.; food and food beverages, 558 per cent.; furniture and furnishings, 920 per cent.; musical instruments and radios, 552 per cent.; travel and amusement, 593 per cent.; soaps and housekeepers' supplies, 600 per cent.

Seventy-five companies alone who led in expenditures in thirty general magazines in 1927 invested in the fifteen years since 1913 the sum of \$364,607,775 in the thirty publications checked.

In the case of advertisers who began before 1913 the total sum invested in making the trade-mark known is millions larger than it is in the fifteen-year total. Procter & Gamble's nineteen millions doubtless would be fifty millions if its figures on newspaper, outdoor, street car and other effort were known back to the 1880's, when Ivory Soap became a leading advertiser. In recent years Procter & Gamble have advertised other products besides Ivory, but it seems reasonable to put down the figure \$40,000,000 as the sum invested in the name Ivory Soap. The name Royal Baking Powder is worth a similar sum.

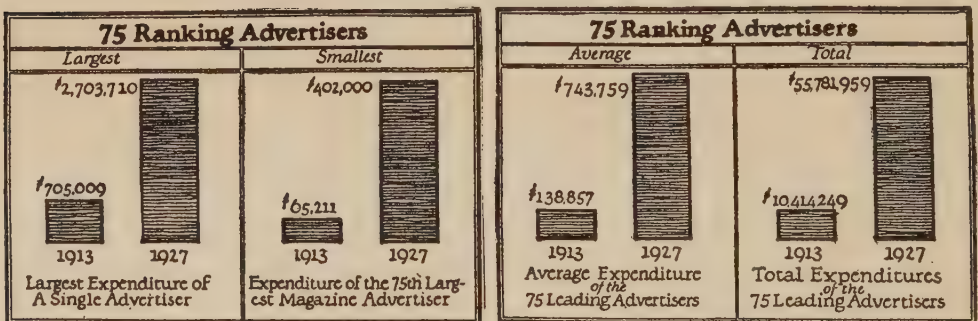
Who is the largest individual advertiser in 1928? If the General Motors Company units are regarded as one company, then it is the General Motors Company, with an estimated expenditure of more than \$20,000,000 in all forms of advertising in the current year. The American Tobacco Company's expenditure on Lucky Strike Cigarettes is about \$7,000,000, which it is understood will go up to \$12,000,000

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in 1929. Next is Coca-Cola, with an estimated investment of \$5,000,000 in all mediums. Then the \$4,000,000 for Procter & Gamble soaps, including Ivory; the \$3,000,000 for Wrigley's Chewing Gum, and the \$2,500,000 for Campbell's Soup. Henry Ford's expected expenditure of \$5,000,000 in 1928 has been cut by his inability to get into high production of the new model. Of advertisers who find it profitable to invest from \$1,000,000 to \$2,000,000 a year using extensively newspapers, magazines, outdoor display, street cars, radio, direct mail, window displays, novelties and other mediums—there are a score or more.

In both magazines and newspapers the automobile industry is the heaviest advertiser. Toilet goods, including all soaps, come next. In magazines alone in one month in 1928 the advertising of drug-store products totaled \$2,996,230. In the thirty general magazines measured by Crowell the classifications for 1927 give the following percentages:

Automotive	16.1 %	Stationery and books	3.3 %
Foods and food beverages	14.6 %	Paints and hardware	2.7 %
Drugs and toilet goods	13.3 %	Jewelry and silver	2.7 %
Furniture and furnishings	9.4 %	Shoes	2.0 %
Clothing and dry goods	7.4 %	Confectionery and soft drinks	1.8 %
Soaps, etc.	4.3 %	Tobacco, etc.	1.8 %
Radio and musical instruments	3.5 %	Office equipment	1.7 %
Non-manufactured products	3.3 %	Machines	1.4 %
Travel and amusement	3.3 %	Gasoline and oil	1.3 %



VALUE OF ADVERTISING TO BUSINESS DEMONSTRATED BY GROWTH OF INDIVIDUAL EXPENDITURES

A graph based on figures for seventy-five advertisers who led in expenditure in thirty magazines in 1927.
(Prepared by Crowell Publishing Company.)

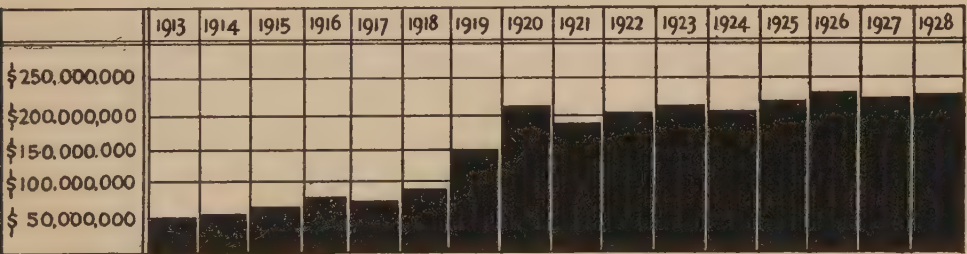
DISTRIBUTION OF EFFORT ACCORDING TO PRODUCTS

A check on the advertising of 353 concerns doing national advertising in newspapers in 1927 gave the following class percentages:

Automotive, including tires, gasoline and oil	29.0 %	Food	13.0 %
Cigarettes, cigars and tobacco	12.0 %	Clothing and shoes	2.7 %
Toilet goods and druggist's sundries	9.0 %	Building materials	2.5 %
Electric appliances for home	5.8 %	Soft drinks	2.1 %
Radios and accessories	5.2 %	Financial	1.5 %
Railroads	4.5 %	Steamships	1.5 %
Soaps	3.5 %	Furniture and furnishings	1.4 %
		Office appliances	1.3 %
		Miscellaneous	5.0 %

When extended to all national advertising in newspapers, these percentages would show a considerable reduction in the figure for the automotive industry, but it is believed the remaining percentages would hold in a measurement of all national newspaper advertising.

National advertising in newspapers has grown some 350 per cent. in the fifteen years during which the Bureau of Advertising of the American Newspaper Publishers' Association has functioned. The estimate of \$225,000,000 national in 1927 compares with an estimate of \$50,000,000 for 1913. During these fifteen years there has been an estimated expenditure of two and a quarter billion dollars on national advertising in newspapers.

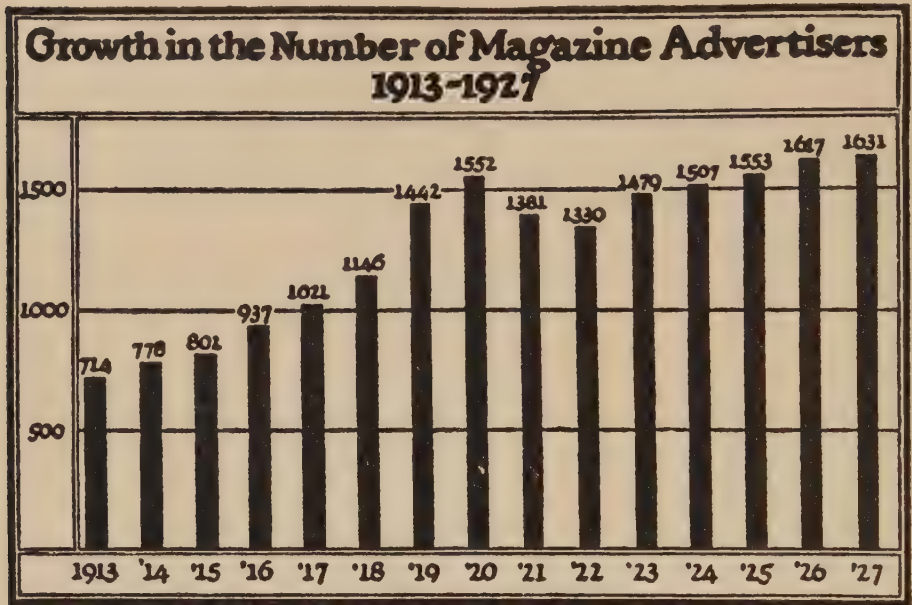


GROWTH OF NATIONAL ADVERTISING IN NEWSPAPERS IN SIXTEEN YEARS

Precise statistics of newspaper advertising, which would cover more than two thousand newspapers of daily issue, involve a tremendous task on which the Bureau of Advertising is making good progress but has yet to organize completely.

Romance ordinarily is not looked for in advertising statistics. But what business man can regard the Coca-Cola advertising growth

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A COUNT IN THIRTY MAGAZINES
(Courtesy of Crowell Publishing Company)

from \$11,000 in 1893 to \$5,000,000 in 1928 without getting a thrill, or Wrigley's humble beginning with \$32.00 and an expenditure a generation later of \$3,000,000 without a mental picture of the wielding of something magical? Stepping up from the nickel article to the dime, there is Campbell's Soup, which began in 1899 with an advertising appropriation of \$4,000 and in 1928, by putting a fraction of a cent a can sold into advertising, is investing \$2,500,000 a year in a continuation of the process. Of quicker growth is the Listerine campaign, which began in 1921 with an expenditure of \$11,000 a month and grew to \$300,000 a month by 1927. Increase in net profits of the Lambert Company, owners of Listerine, from \$115,000 in 1920 to \$4,000,000 in 1927 explains the expansion of the advertising appropriation and tells the story of the efficacy of a word dug out of the medical dictionary and made a heading for advertisements—"Halitosis"!

The extent to which the country is indebted to advertising for its newspaper and periodical literature is shown by census returns on publishers' receipts. In 1925, when revenue from advertising was \$923,272,673, receipts from subscriptions and newsstand sales were

IT'S ADVERTISING THAT PAYS FOR YOUR NEWSPAPER

\$398,338,060. This covers all publications. If the general magazines alone were used in the comparison, the difference would be much greater. The Saturday Evening Post's receipts from sales of the publication probably are about \$80,000 a week, while its advertising revenue is \$1,000,000 a week. It costs Liberty $13\frac{1}{2}$ cents to deliver to the dealer a copy for which it receives from him $3\frac{1}{2}$ cents. If the newspaper were to attempt to get along without advertising and charge a price to cover expense of modern news collection and printing, the daily paper would cost so much to buy that most of the thirty-odd million people who now purchase it for self and family would not be able to afford the expense.

CHAPTER LXIV

ECONOMIC PLACE OF ADVERTISING

“Under the stimulation of advertising,” President Coolidge told the International Advertising Association at its Washington convention in 1926, “the country has gone from the old hand methods of production which were so slow and laborious with high unit costs and low wages to our present great factory system and its mass production with the astonishing results of low unit costs and high wages. The preëminence of America in industry, which has constantly brought about a reduction of costs, has come very largely through mass production. Mass production is only possible where there is mass demand. Mass demand has been created almost entirely through the development of advertising.”

During the first quarter of the twentieth century the value of goods manufactured in the United States increased 400 per cent., although population increased only 50 per cent.

Mass sale for products has made a demand for labor which has operated greatly to increase wages. At the same time mass production has reduced the price of the things the worker buys. This has given us in the seven years immediately preceding this writing the phenomenon of rising wages and declining prices. Purchasing power of wages has, according to the National Industrial Conference Board and other indexes, increased about 33 per cent. since 1914. During the same period national income has risen from \$33,000,000 to \$90,000,000,000. Hours of labor have been reduced by about 16 per cent. This period coincides with the period of greatest intensity in advertising.

Examples of the profound effect of advertising results on economic development are numerous. In the automobile we have, besides the creation of a six-billion-dollar industry and what that means in em-

DIRECT AND INDIRECT BENEFITS TO COMMUNITY

ployment, the effect of automobile production on the steel, glass, copper, lumber, railroad equipment, petroleum and other industries, on railroad haulage of raw materials, and, especially, the effect of motor transportation on suburban real estate development. To the large-scale advertising of automobiles which began in 1903 and made possible mass production, low price, and ownership of a score of millions of cars by the American public, is attributable, directly and indirectly, the major part of the increase from \$55,000,000,000 to \$336,000,000,000 in our national wealth in twenty-five years. Suburban and agricultural land values, greatly enhanced by the facility afforded by automobile communication, represent the largest item in the increased national wealth and in nearly all items the influence of the automobile may be found.

Advertising of fruits has added millions to the income of growers and more millions to land values. Breakfast-food advertising has had a like effect on land, besides creating factories. Advertising of the desirability of various products has developed some industries by many thousands per cent. Silk stockings is one instance. The radio and many other new articles of luxury, quickly distributed in volume through advertising, have brought new factories, new employment, new income and new wealth. In practically every industry the output has been increased by the force of advertising.

Advertising is, as President Coolidge said, "the most potent influence in adopting and changing the habits and modes of life, affecting what we eat, what we wear, and the work and play of the whole nation." It is the influence which causes John Smith to desire something John Doe makes and John Doe to desire something that Sam Jones makes and leads to each producing more in order to gratify his own desire for new comforts and pleasures, with the result of a higher standard of living all around.

"The life of trade," the executive head of the nation calls it. Nevertheless, attacks on it as a waste, which began a hundred years ago, continue. Herbert Hoover's estimate in 1924 (in agreement with an estimate of the Engineering Council) that waste in American industry amounts in many lines to 25 or 30 per cent. of the cost paid by the consumer, or is subtracted from the payment to the producer of raw materials, led to a wide discussion of advertising waste. Mr. Hoover

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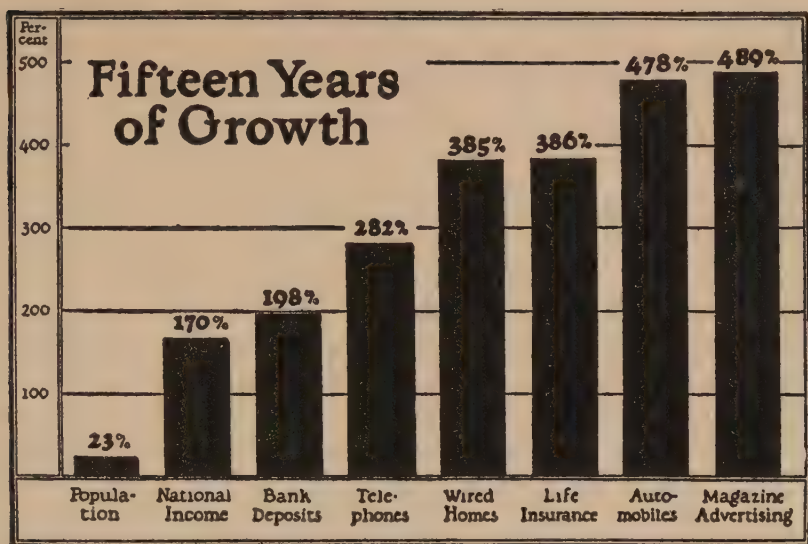
named fifteen wastes, which we condense into a brief listing, with underlying causes where they were given:

1. Speculation, booms, slump—unemployment.
2. Excessive seasonal character of production and consumption.
3. Lack of information on national production and consumption.
4. Lack of standards of quality and grades.
5. Unnecessary multiplication of terms, sizes and varieties.
6. Lack of uniformity in terms, etc., with resultant misunderstandings, brands and disputes.
7. Deterioration of commodities.
8. Inadequate transportation and terminals.
9. Disorderly marketing, particularly in perishables.
10. Too many links in distribution chain.
11. Bad credits.
12. Destructive competition.
13. Advertising and sales promotion effort without adequate basic information.
14. Unfair practises.
15. A multitude of wastes in use of materials, in unnecessary fire destruction, in traffic accidents and many other directions.

With Mr. Hoover's listing of "advertising without basic information" as a waste advertising men are in accord. George P. Rowell was proclaiming this waste in the 1870's. For more than fifty years advertising men have led in keeping the subject alive. Frank discussion by the advertising fraternity of lack-method by a percentage of advertisers has encouraged pseudo-economists who, likewise for fifty years or more, have attracted attention by charging that all advertising is a waste. The spirit in which advertising men have received such criticisms, giving due credit for whatever real facts and fair conclusions they have found in them, is a healthy sign. But with broad statements that "the public pays for the advertising" which do not give advertising the credit due it for reducing costs, and with the misconceptions set up by such statements, advertising and business men have little patience. Advertising is the selling machine which informs great numbers of people on a product and creates a volume of sales that enables the consumer to purchase at a price lower than it would be if there were not mass sale. If the product were not advertised and thus sold extensively the buyer would pay more through added manufacturing and distribution costs.

If all advertising were to be forbidden tomorrow American business

IF ADVERTISING SHOULD SUDDENLY BE STOPPED



GROWTH OF ADVERTISING COMPARED WITH OTHER GROWTH

(Courtesy of Crowell Publishing Company.)

would have the problem of keeping sales volume by other methods. The first thought probably would be to add traveling salesmen to perform the service which advertising now renders as an urge on the dealer to stock. There are 500,000 or more traveling salesmen in the United States. Merely doubling that force at \$4,000 a year salary and expenses for each man would mean \$2,000,000,000 in added cost of distribution. If house-to-house canvassers were to attempt to do what advertising now does in reaching the consumer and creating demand on the dealer, five billions of dollars—it is anybody's guess—might be spent without getting the results that are now obtained through advertising. Doors would be closed against a procession of bell ringers such as would be necessary. And if the whole job could be done with salesmen the Fuller Brush Company, which sells through door-to-door salesmen exclusively, doubtless would not be spending \$300,000 a year on advertising. Experience of department stores during periods when labor strikes have stopped publication of newspapers has demonstrated that their business cannot go on in present volume without advertising.

Professor George Burton Hotchkiss, who is so careful that he denies advertising "creates" demand and avers that it only "awakens, in-

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tensifies, directs and makes it articulate," said in an article published in the *American Economic Review* in 1925:

If we did not pay this amount out for advertising we should pay out all or most of it for other items of production and marketing expense. Part would go for higher costs of production due to smaller scale enterprises. Part would go for added costs of personal salesmanship, by manufacturers, jobbers and dealers. Part would go for increased time and effort by buyers. Part would go for greater losses through unsatisfactory goods and substitutes by unscrupulous dealers. Very likely these and other added costs would more than compensate for the cost of advertising. . . .

I hope that sometime those manufacturers may come out boldly and say: "Of the dollar you paid . . . 5 per cent. represents the cost of educating you. You were entitled to know about the article, and advertising was the cheapest, surest, and most economical way of informing you. . . ."

I believe the time will come when people will generally understand this condition. This will be when they recognize that the giving of information about goods and services is a service that somehow must be performed and must be paid for. If there is a better way of performing it than advertising, it has yet to be found. I hope this principle [the substitute for advertising] will be enunciated and fully developed in that future text which some economist is going to write and bring to the attention of a hundred thousand American citizens through the use of advertising.

The concluding sentence in the quotation from Professor Hotchkiss's article recalls one of the recent and most widely discussed onslaughts. One of the items of "waste" cited in the book was the use of color in the printing of labels. On the book was a jacket in several highly contrasting colors, designed, of course, to attract the eye and help sell the volume. The New York Public Library in 1928 decided to bind its books in brighter colors because it had been found that books in gay bindings are much more in demand. A colorful binding appears to add to the reader's pleasure in the book. Yet color seems to be regarded as a "waste."

It costs sixty million dollars a year to advertise automobiles and automobile accessories retailing for about six billion dollars. The buyer

WITHOUT ADVERTISING THINGS WOULD COST MORE

of a \$750 automobile or \$750 worth of accessories pays \$7.50 as his part of the expense of furnishing information. If he objects to this as something he should not pay he can with reason be informed that without the advertising it would not be possible to sell him the automobile or the accessories for less than \$1,000. The \$250 figure as the saving due to advertising is, of course, empiric, but probably is not extravagant.

If we estimate all retail turnover and various services at eighty billion dollars a year and charge to it a billion and a quarter for national and local publication, outdoor, radio broadcast and display-card advertising we get $1\frac{1}{2}$ per cent. as the advertising cost. That includes not only advertising to the ultimate consumer but advertising by the raw material and machinery man to the manufacturer and by the manufacturer to the dealer. Advertising of cost-reducing materials and machinery to the manufacturer has had, and continues to have, a large influence in lowering the price of products to the ultimate consumer, and is a legitimate inclusion in the price of the final product.

Advertising of an article or group of articles which brings people to a store leads to the sale also of unadvertised articles in that store. Advertising the uses of a product sells the same article made by manufacturers other than the advertiser. Thus advertising has an influence in practically all sales. But if we assume that advertising sells only half the goods sold and charge all the cost to people who buy the goods specifically advertised, the advertising cost still represents only 3 per cent. If the estimated cost of direct mail is added the figure goes to 5.8 per cent.

Well, business is inclined to say, what of it? Advertising is a volume-producing, cost-reducing machine. Without it the consumer would be paying much more than is represented by $1\frac{1}{2}$ per cent., 3 per cent. or even 5.8 per cent. Production of unadvertised goods would go down with the rest because education in the use of articles had ceased, and manufacturing and distribution costs would go up all around. Things would cost more and income would at the same time be reduced, for that part of the consumer's income which is due, directly or indirectly, to sales and general prosperity made by advertising would be lost. This reduction of income, which undoubtedly would come to farmers, artisans, bookkeepers, stenographers and all people alike, would

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represent a figure per capita considerably greater than the per-capita cost of advertising.

An interesting contribution to this subject was made by Secretary of Labor James J. Davis of President Coolidge's cabinet in an article in *Printers' Ink* in 1927, in which the secretary suggested that unemployment and business depression can be avoided by increase in advertising. He cites the case of a manufacturer who has accumulated stocks and finds a slowing up in demand. A brief period of slow business is anticipated until stocks can be reduced at the rate of normal demand:

The old method of meeting this condition followed either one of two ways: (1) Efforts were made to reduce wages, or (2) labor was laid off and the factory shut down. But this is not, or at least should not be, the modern business method. It is my contention that modern advertising and merchandising can be utilized to keep labor employed and thereby preserve the demand for merchandise of all kinds. . . . I am absolutely convinced, and I think that our industrial experience will prove it to be so, that the old method of laying off men or reducing wages is bound to bring about a business depression. Our economic condition is such that business management can make of it either a failure or a success. Intelligent management will take full advantage of modern selling and advertising methods and use these practices to keep business on an even keel.

Secretary Davis describes what happens when the manufacturer shuts down:

. . . In reducing his immediate expense by laying off his force he has made an economic blunder. Ultimately, the expense that he has entailed will be much greater than his saving.

Within a few hours after he gave notice to his workers, the word began to circulate that his plant was to be shut down. Soon, workers throughout his section of the country began to hear of it, and their hearts were chilled. Their own plant might be next.

Retrenchment began immediately on the part of hundreds and then thousands of workers. Intended purchases of auto-

USE OF ADVERTISING TO PREVENT UNEMPLOYMENT

mobiles, household appliances, radios, books and many luxuries were deferred. The food expense of countless homes was promptly cut to a minimum. The buying power of the entire section in which the manufacturer is located was materially reduced, and the first unfavorable reaction of a vicious circle had taken place. . . .

The depressing effect on the workers is spreading enormously. The demand for all kinds of goods, in an ever-widening circle, is checked. Workers hear that men are being laid off in one section of the country, and they fear that their section will be the next. Stocks which were moving steadily begin to move more slowly, and one after another the manufacturers of the country begin to reduce production. Then we are faced with a business depression that lasts until a general demand, reduced to the minimum of necessity, absorbs at a very slow rate the stocks on hand, and then increases at a rate that is far behind the resumption of employment.

If the manufacturer had followed modern methods this is what would have happened:

At the first sign of a temporary falling off in demand, he would have called into consultation the best advertising and merchandising specialists he could find. He would have advertised in a manner that would not only support his present demand, but which would assure future demand. He would have devised new and effective sales plans. In other words, he would have done everything possible to bolster up the demand for his products before he laid off a single workman.

If the demand did not pick up as promptly as he expected, he would have decreased his production slightly by using a part of his force to make repairs, to paint buildings, and even to beautify the surroundings of his factory. . . . He would have utilized every possible plan to keep his men employed, even at a temporary sacrifice to himself and his business.

I am speaking advisedly regarding these measures, for I have known many manufacturers who have employed them, and according to their experience, expedients of the kind bring a return that is valuable far beyond their cost. When the temporary condition is passed, the force of workers is enthusiastic, loyal, fully up to its stride, contented, and well supplied with all the necessities and a few of the lux-

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uries of life. And, in the matter of cold dollars and cents, the manufacturer is far ahead of where he would have been had he laid off his men for a month or six weeks.

. . . Obviously, our greatest need is to preserve our established demand for manufactured products, and enough manufacturers have used advertising for this purpose to demonstrate that in keeping workmen employed, advertising furnishes perhaps its greatest economic value.

The alternative to shut-down—more advertising—has, as Secretary Davis found, been employed to an increasing extent since 1921, and has been an influence in our uninterrupted prosperity since the deflation year.

A need is a scientific determination of the place of advertising in the economic system—a deep-going investigation that would satisfy everyone as to just what advertising does. Those who have given the matter attention have no doubts as to the general character of what such an investigation would prove. It would, it is felt, put advertising as an economic and social force in a place much higher than even that given it by the present decade's appraisal of its economic value. But advertising goes so much into everything, the tracing of its full effects on industrial and social development involves a task so great, that alongside it the also formidable jobs of determining the full influence of other forces—like the telephone and the automobile—look easier. Paul T. Cherington, who appears to have given the matter considerable thought, is of the opinion that “a voluntary committee of business men or of scientists, or both, working on an attempt to formulate a statement on the economic aspects of advertising cannot by any chance possibly succeed.” Mr. Cherington considers it “a job for scientific investigators who ought to be guaranteed in advance three things: (1) complete access to records, (2) financial independence, (3) plenty of time.”

What Mr. Cherington seems to have in mind would cover a part of the story. Of greater scope is the investigation suggested by the International Advertising Association in 1927. This would attempt to determine the value of advertising to (1) the individual, (2) the business enterprise, (3) the community, (4) the city, (5) the state, (6) the nation (7) international relations.

TO EVALUATE AS A BUSINESS AND SOCIAL FORCE

From such a study should be obtained factful, clear and definitive knowledge of the whole subject of the economics of advertising to replace estimates of its value based on incomplete information and to provide an exact basis for future rating of its contribution to the welfare and happiness of mankind.

CHAPTER LXV

ADVERTISING AS A SOCIAL FORCE

There appears to be a growing realization among those who trace for the rest of us the factors which bring about profound changes that advertising is a civilizing influence comparable in its cultural effects to those of other great epoch-making developments in history. In the United States, advertising, by creating a demand for the products of labor, has been instrumental in obtaining a wide diffusion of the national wealth among the people. It has helped to bring about an all-around easing of toil and a consequent greater interest in the finer things of life. In England it has exerted its power and done big things in the face of economic and social conditions that present greater obstacles than advertising has found in the United States. Elsewhere in the world it will be acting in its full power when means are found for adaptation of methods to various social conditions and giving a start to the beneficent circle of which advertising is an indispensable part.

Some future "History of Civilization" perhaps will give advertising credit as the power that in the nineteenth century began to make a large part of the world so speedily a more comfortable sphere for the human family to be on. In the meantime there is a growing appreciation of the importance of that part of the world's work which is being done by industry. Those engaged in professional vocations, as in the writing of books for sale, have a more tolerant attitude toward business, including advertising. In a few years from this writing perhaps it will not be necessary for Printers' Ink to discuss in quite the same language the subject treated in this editorial, which appeared in 1928:

Why this apparent superiority complex held by writers who seem to think they are called upon loftily to criticize business and all its works? We shall have to admit that a great weariness possesses us as we see sales executives caricatured as

NEWS-COLUMN PUBLICITY DOES NOT SELL

Babbitts and advertising men set forth as more or less useless gentlemen who fatten upon the credulity of morons. The literati seem to look with amused tolerance upon the man who produces and sells meat, automobiles, butter, oil, shoes and cheese. . . . The packers have contributed more to the health and general welfare of the country than all the writers combined.

The conviction persists that these gentlemen, so handy with English, are lampooning men who are vastly more useful and important than themselves.

The manufacturer of a good piece of merchandise is usually much more of a benefactor to humanity than the writer of magazine articles or books which ridicule him.

More literature is appearing in which the thrill to be had out of business is recognized and it is becoming less the conventional thing to treat the machine maker as one following an occupation inferior to writing. There is a disposition to look a bit deeper into the multifarious things that make modern civilization and not always to select the printing press when we apostrophize a mechanical device, though without it other civilizing agents would have been slow indeed in coming into full operation.

As to the influence of advertising in securing a wide adoption of each new thing that adds to human happiness, and a suspicion in some quarters that a news-column announcement that this or that article has been invented might serve as well as the urge of advertising, we shall quote William Allen White—the date is January, 1927:

There is looming on the horizon a device for a machine that will bring pictures to you by radio in your home. The other day you saw the announcement of that on the news page. Later on you saw some editorial notice of it on the editorial page. You were a little interested. When will that device come into your life? It will come into your life when it gets on the advertising page and not until then.

What William Allen White has stated is true because the mass of the people do not buy the thing they are unaccustomed to until advertising appears which emphasizes the advantages of possessing the article and invites everyone to purchase it. Mr. White calls ad-

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vertising men "revolutionists" and his method for stopping the "revolution" is this: "I would cut out the advertising and fill the editorial and news pages with material supplied by communists and reds. That would stop buying—distribution of things. It would bring an impasse in civilization, which would immediately begin to decay." Then we should cease to try for the many things which

we now have and enjoy and from which we get self-respect, which Mr. White calls "the golden quest of humanity."

There is no refinement in modern American life which advertising has not helped to spread. If it did not first educate, advertising would not sell the article which the manufacturer is seeking to distribute. To the person unaccustomed to the toothbrush an announcement "Tooth Brushes For Sale" has no direct interest. But when the physical and social advantages of a clean mouth are portrayed in text and illustration he becomes converted to the idea. The clean mouth habit of Americans in every station of life has cost the nation much less to create through advertising than education of the same effectiveness would have cost by some other method.

In the spread of formal education itself advertising perhaps has made a hundred students where without it there would have been one. Advertising copy technique has been effective, not only in enrolling hundreds of thousands of persons each year in the correspondence schools but in creating a desire to go to some school and obtain the concrete advantages which the advertisements have pictured. Home study likewise undoubt-

Use
the
AIR
MAIL

New
AIR MAIL
Rate

5 **C** **for the**
First
Ounce

10¢ FOR EACH ADDITIONAL OUNCE

Air Mail reaches
every post office in the U.S.

← NAT →
NATIONAL AIR TRANSPORT, INC.

NEWS COLUMNS NOT ENOUGH

Much free publicity has made everyone aware that there is an air mail, but the urge of advertising is necessary to get great numbers of people into the habit of using the service (1928.)

WIDE CULTURAL INFLUENCE OF ADVERTISEMENTS

edly has been stimulated throughout the population by the strong appeal which correspondence-course advertisements employ. Perhaps no advertising has been subjected to more fun-poking than that which uses scenes out of everyday business and social life and graphically portrays the triumphs of "the man who knows" or the humiliation of "the man who doesn't." We all enjoy the columnists' burlesques on the study-course advertisements, but when we return to the serious mood we wonder if that class of advertising is not one of our most widely effective impelling forces to mental improvement. The advertising of cultural courses shows as keen a knowledge of human nature as is found anywhere.

Since Barnum brought Jenny Lind to America and through his human-interest stories of her piety and charity aroused interest in her and gave the better kind of music its start here, advertising has been a chief factor in the spread of musical knowledge in the United States. If the commission that some day may set out to prove what advertising has done digs to the roots it doubtless will find that most of our American talent in music has developed from the purchase of a piano, a phonograph or a radio receiving set, and that desire to possess the instrument was awakened by an advertisement which sold the idea of music first and the instrument next.

Whatever superficial opinion based on prejudice may be, a good picture is a good picture whether it appears in an advertisement or is viewed at an art gallery. The high grade of pictorial art which is an outstanding feature of modern advertising has made the physical form of advertising itself an influence for development of taste in art. The influence of advertising illustration on dress, manners, interior decoration, architecture, landscaping and all that goes to make up the refinements of life is undoubted, and is deep-going.

Advertising probably is our greatest agency for spreading an understanding and love of beauty in all things. The advertising man who discovered that beauty is an added selling point for any article, often a point of more importance than other attributes, gets credit for the effort which the modern manufacturer makes to get beauty of line and color into his product, though the article be one primarily of utility. The genesis of this big development, which is transforming the appearance of the average home in the most remote communities

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of America, was given by Earnest Elmo Calkins in an article in the *Atlantic Monthly* in 1927:

The first influence in this regeneration was perhaps the advertising artist. Advertising is a pioneering profession, earnestly concerned with keeping ahead, struggling always to find new mediums in which to express something that has not been expressed before. It seized upon the power of the artist to say things which could not be said in words and thus a large group of men trained in artistic standards was brought to work in close conjunction with factories producing goods. The first step toward making the advertising attractive was to make the goods attractive. It was frequently necessary to introduce the article sold into the advertisement, or at least its package, and most products and packages were so ugly or so commonplace they spoiled the picture; and thus began that steady, unrelenting pressure on the manufacturer to make his goods or his packages worthy of being placed in an artistic setting. Bales and boxes and cans and wrappers and labels and trade-marks were revised and redesigned, sometimes even to the extent of scrapping considerable goodwill that inhered in the old style, to keep up with a growing sense of taste in the consuming public. Such experiments were generally successful and encouraged others; the idea spread, and far-seeing manufacturers carried it further. Thus it might be said that good taste passed from the advertisement to the package, and from the package to the product, keeping pace with the growing appreciation of taste on the part of the public due to increased culture and sophistication.

In the sanitary preparation of food is seen another influence of social importance exercised by advertising on the manufacturer. The appeal which advertising found in the sanitary package has operated to increase sanitation in manufacturing plants. White walls, clean apparatus, a white-clothed personnel, have become standard in even the smaller plants handling food products because of the advertising value of cleanliness. It is a question whether advertising or legislation has done the most to spread sanitation in food handling. The modern manufacturer goes beyond legal requirements. Many manufacturers of non-eatables also introduce the attractiveness of their plants in their advertising.

POPULAR MAGAZINE AS A NATIONALIZING FACTOR

To national advertising, as well as to editorial matter in our widely read periodicals, has recently been attributed most of the growth of a national homogeneity in our people, a uniformity of ideas which, despite the mixture of races, is found to be greater here than in European countries whose population is made up almost wholly of people of one race and would seem to be easier to nationalize in all respects. Constant acquisition of ideas from the same sources has caused Americans living three thousand miles apart to be alike in their living habits and thoughts, in their desires and their method of satisfying them. The Crowell Publishing Company, which has made a study of this phenomenon, points out that in European countries railroads, postal service, motion pictures, books and other means for nationalization have failed to bring about the degree of unification obtained in the United States. The nationalizing factor which Europe does not possess is the national magazine of huge circulation. This factor, according to the Crowell Publishing Company, has had, here, an influence on everyday habits and customs which has not been exerted in other countries and "appears as the most important of all influences in blending and welding into a whole the variegated patterns of American customs, costumes, manners and habits." In these widely distributed publications manufacturers "have made the advertising columns exciting, informative, essential to everybody who wanted to keep up to date." Through magazines whose huge circulations blanket the country, goods have become known simultaneously everywhere over the land and "products have swept the national market in the time that would formerly have been required to introduce them in a single state." Where the advertiser's product has social value the idea on which it is sold, such as the mouth sanitation idea in dentifrice advertising, has thus been speedily imparted to a vast number of people with all the emphasis of word and picture that is peculiar to the advertisement and which gives it a compelling force not found in other instruments for the dissemination of educative information.

In the newspaper national advertisers have a medium whose local and regional influence often is so permeative that an idea appearing in it with some degree of regularity will be adopted by the whole community it serves, as in Chicago, where the Tribune's potency,

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which is equally great on the socially far-apart Lake Shore Drive and Back-of-the-Yards, and the districts in between, is a tribute to good management. Other examples of deep-going influence on large communities by advertising mediums are the Chicago Daily News, the Brooklyn Eagle, the Cleveland Plaindealer, the Kansas City Star, the Philadelphia Bulletin, the San Francisco Examiner and the Los Angeles Times.

Of all the happifying influences due to advertising the wide ownership of automobiles stands first. Possession of more than twenty million motor cars by Americans is the widest extension of a high luxury the world has ever known. In this "land of advertising" in 1928 there is a motor vehicle for every 5 persons, while in the United Kingdom there is but one for 37 persons, in France one for 40 persons and in Germany one for 48 persons. The American workman goes to his employment in his automobile, and his employer is glad to see him enjoying this luxury. His pleasure tours in the car give him an acquaintance with his country and the people in its various regions which he never would get without the automobile. The educative value of the motor car and its influence for homogeneity in the nation are incalculable. In mental broadening due to travel we have another stimulus in steamship advertising such as that of the Cunard Line, which has given hundreds of thousands of people the determination to go abroad and get a first-hand knowledge of other parts of the world.

Our twentieth-century diversity in diet among all the people owes its wide diffusion in a large measure to advertising. Salads and desserts and other dishes which formerly appeared on the tables of a limited part of the population have become common to practically the whole population. The makers of salad dressing have taught how to make salads, and have spread this beneficial eating habit to millions of homes in which bread, meat and potatoes formerly constituted the unvarying diet. Advertising for the orange and pineapple growers has given every woman scores of ideas for new and intriguing desserts. Shredded Wheat advertising, besides spreading the beneficence of the whole wheat, has induced great numbers of people to eat various fruits by suggesting the delicious dishes to be obtained by combining them with Shredded Wheat. Scores of other manufacturers have con-

No More Diphtheria



more than babies. Swiftly it struck with deadly result—without warning—and there was no sure way to combat it



Then came Antitoxin. Children who received this treatment at once enjoyed a better chance in their struggle for life. And the Diph-

theria death rate was lowered. But Antitoxin is effective only after Diphtheria develops. It checks the progress of the disease—but it does not give lasting protection. Now comes a great triumph of medical science—the Prevention of Diphtheria!

Today, eminent specialists state positively and definitely that through modern preventive treatment—

Diphtheria can be stamped out!

Some children are able to resist the germs of Diphtheria. Others are not. The wonderful discovery of Dr. Schick of Vienna, is now being used to show which children need protection—which are susceptible and which are not. The

Schick Test consists in giving the child a tiny injection in the skin of the arm. If, after a few days, a red spot appears where the injection was made the child is susceptible. If no spot appears, the child is immune.

November is Danger-Time

Diphtheria is especially prevalent in November. The disease is caused by a germ that lodges in the throat and later forms a membrane

Diphtheria is extremely contagious.

Have your children's throats examined at the first suggestion of a cold or of a fever.

Seek medical advice on having your children Schick-Tested and made immune by the Toxin-Antitoxin Treatment to the attack of Diphtheria

Children who show by the Schick Test that they are liable to Diphtheria can be given at once the Toxin-Antitoxin Preventive Treatment. This treatment consists of three injections of Toxin-Antitoxin, one each week for three weeks.



The Schick Test does not make the child immune—but authorities agree that the Toxin-Antitoxin Treatment does. Experience shows that both test and treatment are painless and harmless.

If you love them— Make them safe

Experienced Health Boards urge that you take your children at once to a physician and have them protected from this deadly scourge by means of the Toxin-Antitoxin Treatment. The people who are introducing the Schick Test into the public schools need your heartiest co-operation. If your child brings home a request for your approval for the Test or the Toxin-Antitoxin treatment, do not hesitate to give permission.

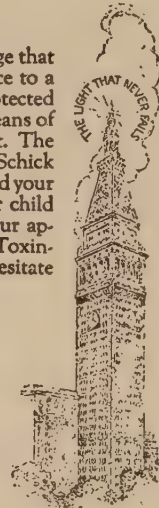
Thirty years ago, 115 out of every 100,000 persons died of Diphtheria each year. In recent years, the number has been 1.5 per 100,000. But, even at this low figure, there are more than 15,000 deaths from Diphtheria annually in the United States. The Metropolitan Life Insurance Company is making every

effort to teach mothers that this disease is entirely preventable and urges them, as well as others in charge of children, to take no chances with Diphtheria.

As a result of the educational campaign among its policyholders, there has been a very marked decline in the death rate from Diphtheria among

children insured in the Company. Between 1911 and 1922, the rate declined 34.1 per cent. It is still lower so far in 1923. The Metropolitan Life Insurance Company will gladly mail a leaflet entitled "Diphtheria and Its Prevention" to any one interested.

HALEY FISKE, President.



Published by

METROPOLITAN LIFE INSURANCE COMPANY—NEW YORK

Biggest in the World, More Assets, More Policyholders, More Insurance in force, More new Insurance each year

ADVERTISING THAT HAS WIDESPREAD SOCIAL VALUE

The Metropolitan Life Insurance Company, through the popular magazines, reaches millions each month with health conservation talks.

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tributed to give the housewife in her magazine or newspaper a cook-book which provides the most delectable dishes from all the world's cuisines. As a by-product the food manufacturers' advertising thus is helping to turn a proverbial nation of dyspeptics into a people of better eating habits.

Also good for the soul, directly and indirectly, are the vacuum cleaner, the kitchen cabinet, iceless refrigeration and the many other labor-saving or convenience devices which advertising has brought into the homes of people of ordinary means. To many of their owners such physical comforts give, besides relief from toil, a pleasure which others get only from the possession of a fine painting or some other object of which appreciation is limited to a relatively small percentage. The extra leisure obtained from employment of time-saving devices in the home is reflected in a wider reading of books and periodical literature and in other cultivation of the mind and the social graces, thus promoting a higher grade of culture.

The eager interest displayed by the average housewife in the advertisement picture of a dining table set with silver and other appointments is an index to the influence this class of advertising has for the diffusion of home-refinement ideas. The neat appearance of the housewife who is pictured cooking the advertiser's food product or operating a vacuum cleaner undoubtedly has raised the standards of dress. Many a husband also owes the trim appearance of his wife at breakfast to the suggestive power of the good-looking woman who is pouring the coffee in the advertisement. Probably half the advertisements in the women's magazines contain definite household or dress ideas a woman can use, often without purchasing the advertiser's product.

The modern sanitary bathroom in the American workman's home is given prominence among the evidences of America's high standard of living. Those millions of porcelain tubs and the self-respect they engender in their possessor were put into homes of all classes as a result of advertising by a handful of manufacturers. On this one item alone advertising has earned place as a powerful instrument for raising the common level of refinement.

As the result of advertising by manufacturers of shaving soaps and safety razors, the daily-shave habit has been adopted by men who,

POWER OF ADVERTISING TO ROUSE SOCIAL THOUGHT

were they living in some other part of the globe, would not trouble themselves about this detail of personal appearance. The newest crusade for universal attention to matters of personal habit, the advertisement which paints in vivid colors the social disadvantages of a bad breath or a dandruff-sprinkled shoulder, besides promoting fastidiousness in these matters in a wide circle, has set millions to thinking more about the niceties of life. The Listerine advertising has been the butt of many jokes, but even those who find it a subject for humor probably realize the broad-scale social job it is doing in the inculcation of habits which add to self-respect.

Up to the date of this volume advertising has been employed mainly for commercial purposes. The social work it has been doing has been a part of the job of selling a product or service. The World War, however, demonstrated the power of advertising to rouse social thought and active coöperation by the individual in broad movements for the good of all. In this field probably lies a future development of magnitude which will give advertising full recognition as a great socializing as well as business force. The health advertising of the Metropolitan Life Insurance Company, which that company credits with a very definite reduction of mortality, and the recent publicity campaign of the American Society for the Control of Cancer, are examples of what might be done for the health of the nation. There are other big tasks of education. No newspaper or periodical can do such work in its news columns with the necessary persistence and maintain its popular circulation. Advertising, moreover, has form and methods which obtain attention for a subject that in the news columns would be skipped as dull reading by the class of people it is most desired to reach.

Advertising, by reason of its technique, possesses peculiar power as an educative force. An extension of this power, into fields now scarcely dreamed of for it, is not improbable. Who knows what it may some day be doing? A sociologist whose plan for social betterment is contained in the two volumes of his dynamic sociology finds that fundamentally there is one thing the matter with the world—ignorance. If everybody had all the knowledge that exists and is available, and applied it, there would be very little unhappiness. His method for

THE HISTORY AND DEVELOPMENT OF ADVERTISING

giving happiness to everyone is education of every human being in the sciences and all real knowledge. Then we should all *know* how to be happy.

His belief is that all wrongdoing can be done away with, and by means other than punitive restraints. The way is to make rightdoing in every action so pleasant that no person would have any desire to do wrong.

This ultima thule may some day be reached. The thought in introducing the subject here, in the closing paragraph of a book on advertising, is that modern advertising has made the life of the masses so much more pleasant by painting attractive pictures of the things that make it so, and has so completely demonstrated its ability to influence the thought of people of all classes, that when it comes to that big, all-comprehensive job of achieving an ideal social state the potent force of advertising will at least be one of the agencies through which it will be accomplished.



A TAVERN SIGN IN DUTCH NEW YORK, 1679 A. D.
(From Valentine's Manual of New York for 1853.)



BOOTMAKER'S SIGNBOARD IN 1718

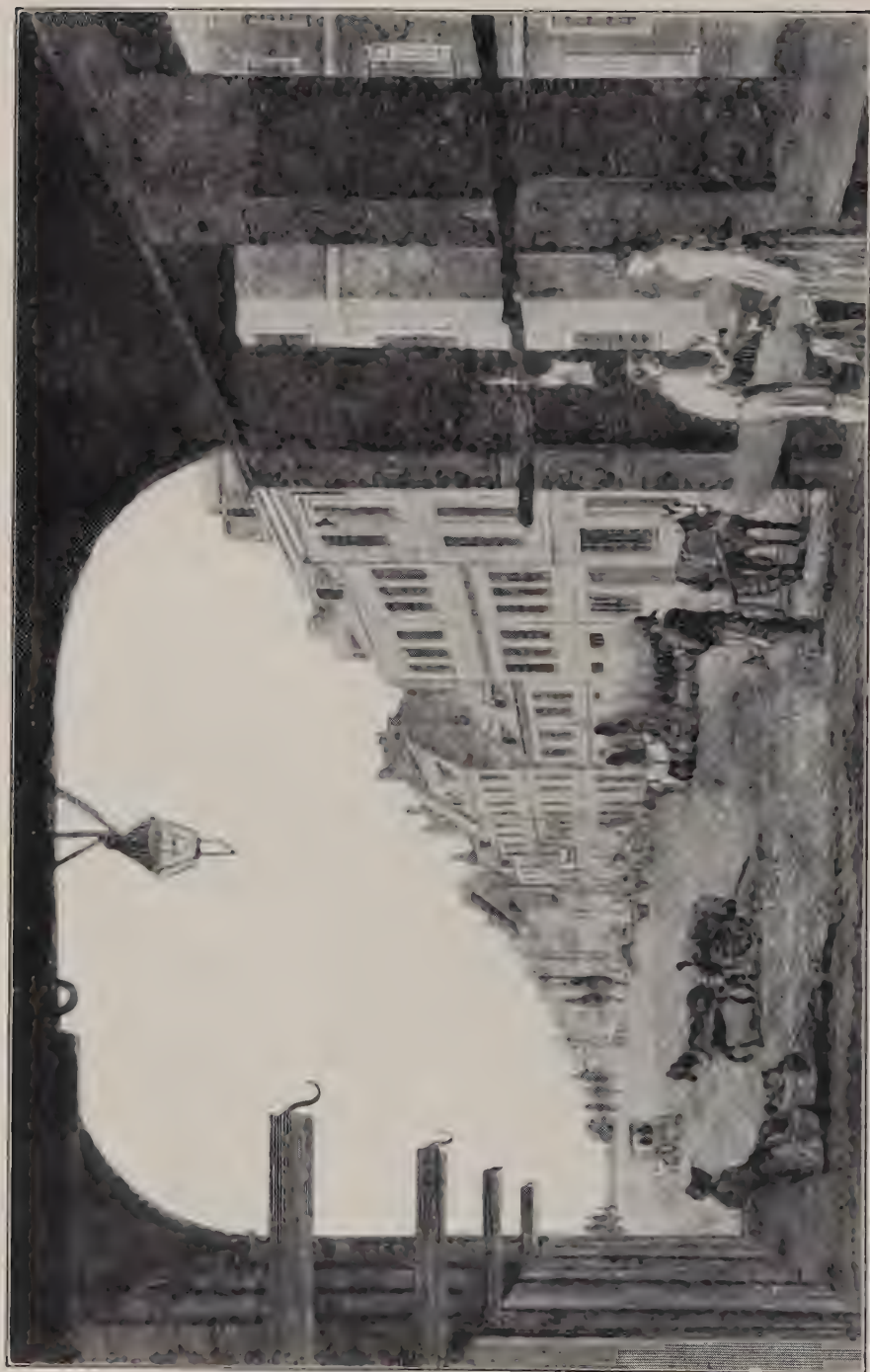
This hung outside Waterman's Bootshop in North Main Street, Providence, R. I. Now in Museum of Rhode Island Historical Society.



AT THE SIGN OF THE CROWN AND THE ROSE

Signboard of the Daggett Tavern, Pawtucket, R. I., in 1725. Sign now owned by Attleboro Chapter D. A. R. (Photograph by courtesy of Rhode Island Historical Society.)

AMERICAN SIGNBOARDS IN THE EARLY EIGHTEENTH CENTURY



AMERICAN SIGNBOARD IN THE EIGHTEENTH CENTURY

At the Sign of the Horse, a farrier's sign in High Street, near Public Market, Philadelphia, in 1797. (From an old print.)



BENJAMIN H. DAY, FOUNDER OF THE NEW YORK SUN



FALL FASHIONS IN 1837

A color-plate insert in Godey's Lady's Book, October, 1837 (Slightly reduced.)



OUTDOOR ADVERTISING IN 1820'S

Lottery announcements on wall around St. Paul's Church, New York. City Hall in distance. (From an old print.)



AMERICAN SIGNBOARD ADVERTISING IN 1835

Broadway, New York, looking north from Canal Street. (From an old print.)



Men in Chinese dress carrying placards for Barnum's Museum in 1855. Scene is in Broadway, New York, during the excitement of a fire. (From an old print in the Eno Collection, New York Public Library.)



The tobacco shop Indian, who originated in the days of Sir Walter Raleigh and was a common sight in city streets as late as the first years of the twentieth century.

SIDEWALK ADVERTISING IN THE 1850's



SCENE IN FRONT OF BARNUM'S MUSEUM IN 1855

The loud band and boisterous crowd made it difficult to control horses as they passed the corner of Broadway and Ann. Reproduction is from an old print, the work of a visiting artist from Germany.

P. T. BARNUM IN 1854
 From "Barnum, By Himself";
 published in 1855.



BARNUM'S AMERICAN MUSEUM IN 1850

Showing on the walls the colored paintings of stuffed animals and grotesque freaks.
 (From an old print.)



AMUSING RESULTS OF "GUERRILLA" POSTING IN 1862

The Billposter's Dream, lithograph cartoon, showing curious outcome of carelessness in "billsticking" before the days of leased structures. Posters should be read downward. (From the Eno Collection of Prints, New York Public Library.)



BEGINNING OF THE END OF "GUERRILLA" POSTING IN THE UNITED STATES—1869

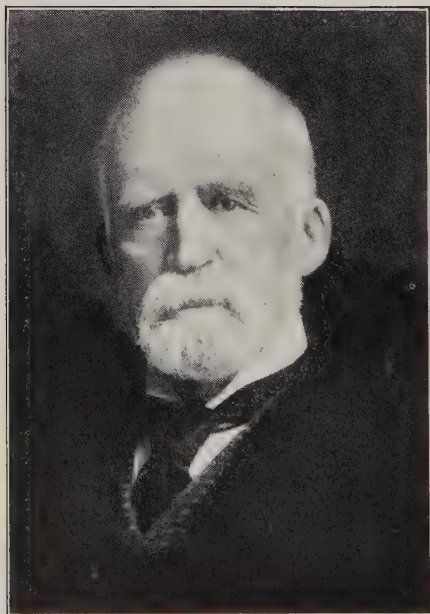
The first leased billposting station—fence around site of post office, City Hall Square, New York. (From a woodcut in Harper's Weekly, October 23, 1869.)



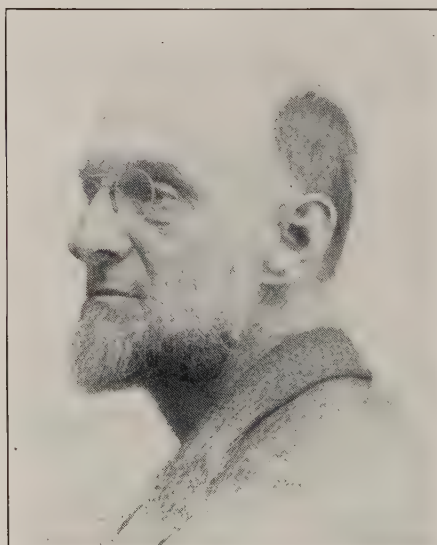
John Hooper



S. M. Pettengill

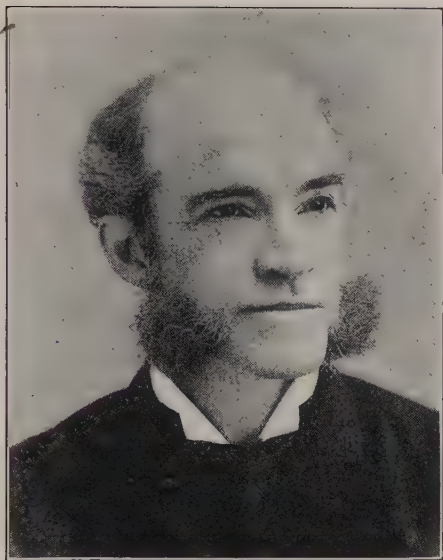


George P. Rowell



J. W. Barber

PROMINENT AMONG THE FIRST ADVERTISING AGENTS



W. J. Carlton



Fred W. Ayer



J. Walter Thompson





Daniel M. Lord

EARLY DEVELOPERS OF NATIONAL ADVERTISING

SPORTING GOODS

The Cyclist homeward wheels his happy way.






But mount and wheel
where Nature's beauty
Beats ground amid the hills

COLUMBIA BICYCLES

AND TRICYCLES




Send 3¢
stamp
for
illustrated

36 Page
Catalogue.


THE POPE MFG CO.

597 WASHINGTON STREET BOSTON MASS.

N. Y. BRANCH, 12 WARREN STREET.



And guides the Cyclist
on his slender steed.



Now good Digestion
wait on appetite
And health on both.

OUTDOOR SPORT IN THE 1880's

One of the first bicycle advertisements in magazines. This occupied a page in the Century for September, 1884. (Slightly reduced.)



All the relics of antiquity, both in art and sculpture, prove the idea of the ancients to have been that

ADAM WAS CREATED WITHOUT A BEARD.

Shaggy, unkempt beards were common among fallen, barbarous nations, until the time of the EMPEROR JULIAN, who was the FIRST to denounce them.

For HALF A CENTURY WILLIAMS' SHAVING SOAPS have been the delight of Gentlemen who shave themselves. Eminent Physicians recommend their healing properties as preventive and curative of cutaneous diseases. Their extreme richness and creaminess of lather, rare delicacy, and exquisite fragrance have established them as the favorites of those who are MOST PARTICULAR in regard to toilet requisites.

WILLIAMS' SHAVING STICK.

THIS EXQUISITE TOILET ARTICLE contains all of those rich and lasting qualities which have made our "GENUINE YANKEE" SHAVING SOAP famous for fifty years. Delicately scented with finely selected Attar of Roses. Each Stick in a neat Wood Case, covered with Red Morocco Leatherette. VERY PORTABLE. INDISPENSABLE TO TRAVELERS.

A CONVENIENCE AND LUXURY FOR ALL WHO SHAVE.

If your Druggist does not keep Williams' Shaving Soaps, they will be sent, post-paid, to any address upon receipt of price in stamps or currency, as follows: WILLIAMS' SHAVING STICK, 25 cents; GENUINE YANKEE SOAP, 15 cents; WILLIAMS' CELEBRATED BARBERS' SOAP—FOR TOILET USE—a Pound Package—6 cakes—by mail, 40 cents. Registered Packages, 10 cents extra.

Address *THE J. B. WILLIAMS CO. Glastonbury, Connecticut, U. S. A.*

(Formerly Williams & Bros., Manchester.) Established 1846.

For Half a Century Manufacturers of the "GENUINE YANKEE" SHAVING SOAP.

BEGINNING OF THE BEARDLESS ERA FOR AMERICAN MEN

One of the earliest illustrations in the advertising of shaving soap, in which Williams was a pioneer. Reproduced from the Century Magazine for November, 1887. (Slightly reduced.)



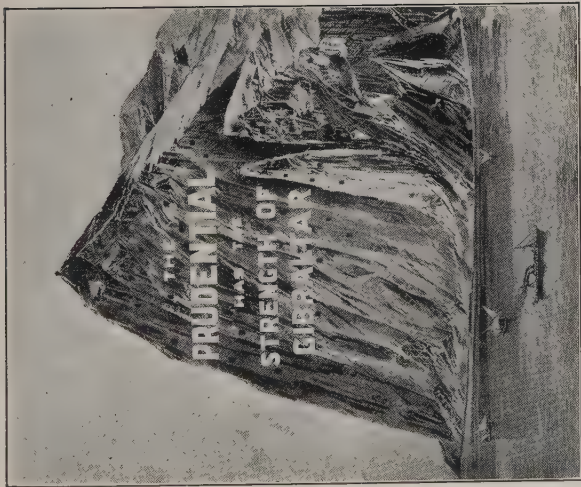
A POSTER BY CHERET

Showing the action which the French pioneer put into his work.



MAXFIELD PARRISH IN 1896

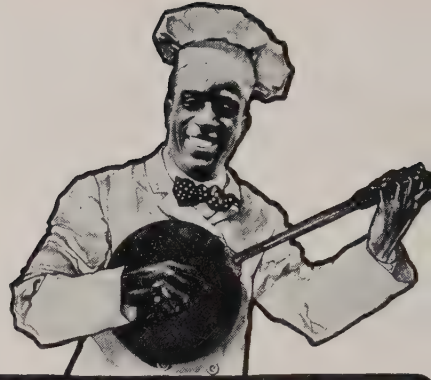
Parrish was one of the first American artists to make posters for advertising. This one won the prize at a poster exhibit held by the Pope Manufacturing Company in 1896.



SOME TRADEMARKS THAT BECAME FAMOUS

HUMAN FIGURE TRADEMARKS
IN FOOD ADVERTISING

(Period of copy: 1900 to 1905.)



CREAM OF WHEAT

"A merry heart goes all the day"
And you can't be merry unless you are well.

CREAM OF WHEAT

Invigorates the nerves by feeding them generously and is the food par excellence for growing children.

It is as good for luncheon as it is for breakfast, and as good for dinner as for either, for it makes delicious desserts.

SOLD EVERYWHERE

CREAM OF WHEAT CO., MINNEAPOLIS, MINN.

Supreme Oat-Food



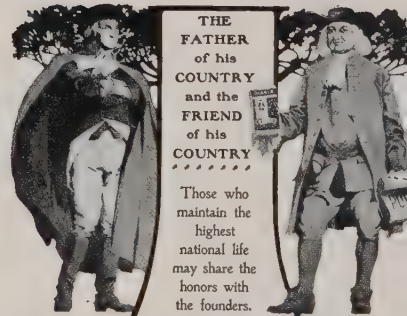
H-O Is Different

and where it differs it is better.

There is no oatmeal that even claims to have the flavor, taste and digestibility that you get in H-O Steam-Cooked and Double-Toasted Oat-Food.

It's different,—think it over.

The H-O Mills, Buffalo, N. Y.



THE
FATHER
of his
COUNTRY
and the
FRIEND
of his
COUNTRY


Those who maintain the highest national life may share the honors with the founders.

Quaker Oats

is a mighty factor in contributing to the nation a wholesome sturdiness, a rugged health, a splendid ambition and conquering strength. It brings good digestion, trusty nerves and firm muscles. The battles of national life may be won or lost at the dining-tables of its homes. He is a public benefactor who provides a worthy food for his fellow men.

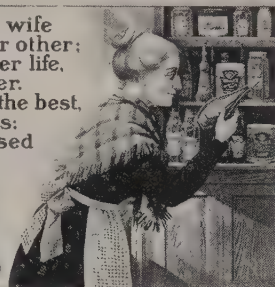
The Cereal that "Tastes So Good" All the Time.

It holds you in, dance, skip or jump,
As snug as wax why?

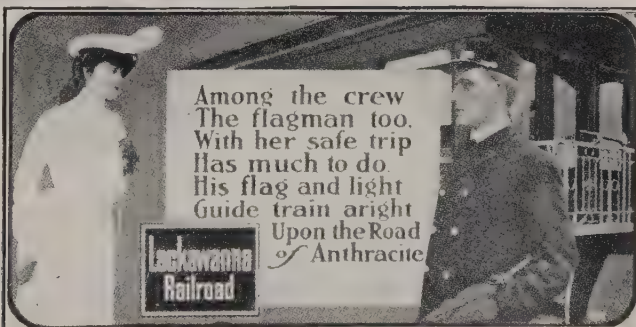
See that **hump?** 
The De Long
Hook and Eye.

I always knew my son Jim's wife
Had found some scheme or other;
For she can't cook to save her life,
And neither can her mother.
And yet she always serves the best,
No matter when one dines:
I wonder why I never guessed
The credits due to

HEINZ
57 VARIETIES



We dance because of the great renown that greets the folks of Spotless Town,
Our jests have won a wondrous name, our gestures too are known to fame,
But we're averse to verse you see; it hampers versatility
And as we've shown how jingle goes,
We'll now descend to simple prose— **USE SAPOLIO**



Among the crew
The flagman too.
With her safe trip
Has much to do
His flag and light
Guide train aright
Upon the Road
of Anthracite

**Lackawanna
Railroad**

FROM THE JINGLE PERIOD
(Car cards.)

THE HORSELESS AGE.

Duryea Motor Wagon Company,

SPRINGFIELD, MASS.

MANUFACTURERS OF

Motor
Wagons,
Motors, and



Automobile
Vehicles
of all kinds.

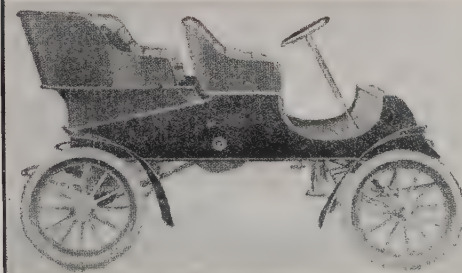
"1896 MODEL"

EARLIEST AUTOMOBILE COPY

This half-page appeared in the first number of Horseless Age in 1895, but without the illustration, which first appeared in the July number the following year, from which the above reproduction was made.

Boss of the Road

THE LATEST AND BEST



The FORDMOBILE with
detachable tonneau **\$850**

This new light touring car fills the demand for an automobile between a runabout and a heavy touring car. It is positively the most perfect machine on the market, having overcome all drawbacks such as smell, noise, jolt, etc., common to all other makes of Auto Carriages. It is so simple that a boy of 15 can run it.

For beauty of finish it is unequalled — and we promise **immediate delivery**. We haven't space enough to enter into its mechanical detail, but if you are interested in the **newest and most advanced** auto manufactured to-day write us for particulars.

FORD MOTOR COMPANY

696 MACK AVENUE

DETROIT, MICHIGAN

ONE OF THE FIRST FORD ADVERTISEMENTS

THE COSMOPOLITAN.

"Locomobile"

A Locomobile steamed to the summit of Pike's Peak on Aug. 12th. The only automobile to accomplish this feat. The summit is over 14,000 ft. above sea level.



The *Locomobile* at the left is a cup winner. Record, 1 mile in 1.33 on San Jose, Cal., Trotting Track. This is the record for the Pacific Coast.

The *Locomobile* on the right has been driven for 2000 miles over the roughest and worst roads in California, without an expenditure of One Dollar for repairs.

Price-list of New and Improved Locomobiles mailed free on application.

Address and inquiry to

THE *Locomobile* COMPANY OF AMERICA
7 East 42d Street New York

EARLY AUTOMOBILE ADVERTISING

Cosmopolitan, Scribner's and other magazines for June, 1901.

Mother Shipton's Prophecy
*"Carriages without horses
 shall go"*
THE
OLDSMOBILE
"GOES"



The dream of yesterday is the reality of today—the prophecy of the 18th century is fulfilled in

The Oldsmobile

"The Best Thing on Wheels"

Price \$650.00

Each working part is made from materials of the highest grade finished and fitted with mathematical accuracy. The entire construction is simple, practical and easily understood—no complications—*"Nothing to watch but the road."* The premier position of the Oldsmobile is maintained by progress—its sterling merit is the result of 23 years of practical experience in gasoline motor and automobile construction. The pioneer Runabout of America and the most widely imitated Automobile in the world.

Call on any of our 58 selling agencies or write for illustrated book to Dept. N,

Olds Motor Works
Detroit, Mich.

MOTHER SHIPTON'S PROPHECY MAKES GOOD

This appeared in the Saturday Evening Post, Harper's, Scribner's and other magazines in June, 1903.



BEGINNING OF THE GREAT WHITE WAY CREATED BY ADVERTISERS

The first electric advertising sign on Broadway, New York. It was erected in 1891 on site of later-day Flatiron Building. (Courtesy of General Outdoor Advertising Company.)



THE EIGHTH WONDER IN 1910

Chariot race in colored bulbs on roof of Hotel Normandie in Herald Square, New York. (Photograph by courtesy of New York Edison Company.)



HUMAN INTEREST PHOTOGRAPHY IN THE 1890's

This, by Packer's Tar Soap, was one of the most popular and effective advertisements in the magazines in 1897-8-9. (Slightly reduced.)

MENNEN'S

BORATED TALCUM

TOILET POWDER

*The
Proven*



The Finest Requisite of the Toilet.

The comfort and elegance that MENNEN'S has brought to the toilet has made this powder the best-known toilet article. With all the attempts at imitation and substitution, the great demand is for MENNEN'S. Its purity and long use make it the trusted article for every call of the skin, whether for beauty or for comfort.

Caneing, golfing and yachting suns or wintry winds and roughness are subdued by its healing. Prickly heat, sunburn, rash, chafing and irritation make MENNEN'S indispensable.

*Baby needs it every hour,
day and night. Gentlemen
find it PERFECT after shaving.*

For the further protection of our patrons, we have perfected an absolutely non-fillable box which will prevent substitution. BE SURE YOU GET THE ORIGINAL.

Sold for 25 cents Everywhere or by mail.
Sample Free.

TRY MENNEN'S VIOLET (BORATED) TALCUM POWDER.

GERHARD MENNEN COMPANY, 20 ORANGE STREET, NEWARK, N. J.



LAYOUT OF AN OLD ADVERTISER AT THE OPENING OF THE TWENTIETH
CENTURY.


50 YEARS REPUTATION

IS BEHIND

1850

EVERY BOTTLE OF

BURNETT'S VANILLA



Why don't YOU drink
HIRES
Rootbeer?

"Who-o?"



"You!"

HIRES Rootbeer is the ideal spring tonic, after-home beverage. It cleanses and cools the blood, revives and refreshes the whole system. Fits you for the summer's heat.

To be had everywhere in carbonated form or in packages. A six-pack makes five gallons, sent for only 10¢. 10¢ a dozen. 10¢ a dozen. 10¢ a dozen.

CHARLES E. HIRES COMPANY, Malvern, Pa.

Naomi



A
Mellin's Food Girl



Copyright 1903 by Hart Schaffner & Marx.

One look at this Hart Schaffner & Marx 'Varsity' suit shows some of the reasons for its phenomenal popularity. If you wear one of these suits you'll know all the other reasons.

Any good clothier will supply you; our label is your guide; a small thing to look for, a big thing to find. If the label isn't in the coat, it isn't a 'Varsity; better be sure.

Our Spring Style Book is ready to send, for your address and a two-cent stamp.

Hart Schaffner & Marx

Chicago and New York

Good Clothes Makers

THE WELL-DRESSED MAN IN 1902

One of the early advertisements for ready-to-wear clothing. (Cosmopolitan and other magazines, December, 1902. Slightly reduced.)



“WITH THE WOLF HOUNDS”

COPYRIGHT, 1902, BY SMITH & WESSON

IN the Far West, where a revolver receives its severest test in daily service, the Smith & Wesson is used in preference to all others. It is the most perfect revolver fashioned, and is supreme in accuracy and reliability.

All Smith & Wesson Revolvers have this monogram trade-mark stamped on the frame. None others are genuine.



We have published a limited number of copies in exact reproduction of Frederic Remington's spirited hunting picture, "The Wolf Hounds," on heavy plate paper, 14x15 inches in size. We will send prepaid a copy to any address for ten cents in silver. In the January Scribner's, Cosmopolitan, McClure's, Smart Set, and Churchman we will reproduce "The Horse Thief," one of Dan Smith's realistic Western pictures.

SMITH & WESSON

17 STOCKBRIDGE STREET

SPRINGFIELD, MASS.

FREDERIC REMINGTON AS AN ADVERTISING ARTIST

The Wolf Hounds, one of the few commercial illustrations done by the great painter of Western scenes. It appeared in the magazines in December, 1902.

KNOX'S GELATINE

Is Purity Surely—My Free Book Tells Why.

You would not buy tainted meat because it was pennies cheaper than the wholesome. Yet *impure gelatine* is still more harmful. It is economy and health to always buy Knox's Sparkling.

FREE my book "Dainty Desserts for Dainty People" for your grocer's name. Or, instead, send a 2c. stamp. For 5c. in stamps, the book and full pint sample. For 15c. the book and full two quart package (two for 25c.). Plus color for fancy desserts in every large package. A package of Knox's Gelatine will make two quarts— $\frac{1}{2}$ gallon—of jelly.

CHAS. B. KNOX, 9 Knox Avenue, Johnstown, N. Y.

The Leonard-Cleanable Refrigerator

Real Porcelain Lined



This Porcelain is the same material that the blue and white preserving kettles are made of. A luxury at the price of a necessity.

Made in Grand Rapids.

This Style,

Polished, quarter sawed golden oak case; size, 35 in. long by 20 in. deep, by 45 in. high, Porcelain Lined, \$28.00. Sliding shelves adjustable to any height. Other styles and sizes from \$28.00 to \$60.00. In zinc lined, \$24.00 to \$30.00. **LISTEN!**—In common Refrigerators air circulation is through ends, front or lid. When anything is spilled in air passage it decays and taints the inaccessible walls. **Phew!** With the LEONARD-CLEANABLE every part is accessible. It strains the back to remove the whole ice box which some makers compel. Here is a vital point! **THE LEONARD-CLEANABLE ALL METAL ICE BACK** purifies the condensation and prevents ice water dripping upon food. Avoid refrigerators with under wooden sticks—they mould and become musty. **Still Another Point: OUR EIGHT WALLS WITH MINERAL WOOL EXTERIORING** save ice bills. Where is another equal to the Leonard! We ship the Leonard to you freight free anywhere east of Omaha or north of Tennessee, where we have no dealer; pro rata beyond. Guaranteed to be greater value than any other, or your money returned without comment. Sample of our Porcelain lining with booklet How to Use a Refrigerator and catalogue sent **FREE**.

GRAND RAPIDS REFRIGERATOR CO. 124 Ottawa Street, Grand Rapids, Mich.

There's nothing half so sweet as—



WHITMAN'S

Chocolates and Confections

FOR SALE EVERYWHERE.

For over fifty years the favorite of candy connoisseurs.

WHITMAN'S INSTANTANEOUS CHOCOLATE.

Made in a minute—with boiling milk.


STEPHEN F. WHITMAN & SON,
1316 Chestnut Street,
Philadelphia.

"Frozen Dainties" Free

A tasteful new booklet telling how to make refreshing, healthful and economical desserts—ice creams, water ices, sherbets, frozen puddings, fruits, coffee, &c.,

Send your name for a copy. Given with the compliments of the makers of the Triple Motion White Mountain Freezer.

The White Mountain Freezer Co., Dept. J. Nashua, N. H.



ADVANCE OF SMALL DISPLAY BY 1902

A page from Harper's Magazine for June, 1902.

**"IT'S AN
INGERSOLL"**

**"And
Only a Dollar"** **"And
Guaranteed"**



Satisfaction and pride go with the possession of an
INGERSOLL DOLLAR WATCH

Its wonderful timekeeping qualities have made it the popular watch of the millions and the millionaire. Every INGERSOLL is fully guaranteed and worth many times its cost in actual service. Ask your dealer for an INGERSOLL, and see that you get it. If you don't, SEND US A DOLLAR and you will receive one by mail, prepaid. Address **ROBT. H. INGERSOLL & BRO., 67 Cortlandt St., N. Y.** Booklet free. Dept. 53

When you write, please mention "The Cosmopolitan."

GOOD COPY IN 1903.

Ingersoll had then been advertising eleven years and had sold nearly ten million watches. (Reproduction is from Cosmopolitan Magazine for January, 1903. Slightly reduced.)

bear my likeness. My figure and motto, "Be Sunny," have been reproduced in almost every known material, from papier-mâché to bronze. I have figured in political cartoons without number; probably more artists are at work drawing my pictures than were ever engaged on one character before, and there is hardly a neighborhood or coterie in the land that has not its local "Sunny Jim."

Some New "Force" Dishes

"FORCE" for breakfast is only a beginning, although as a breakfast food "FORCE" has an infinite variety of uses, all of them appetizing and dainty, all of them nutritious and digestible. "FORCE" can be used with eggs in a score of ways. It is ideal in combination with various fruits and fruit juices. It has long since taken the place of bread or cracker crumbs in fritters, croquettes and the like, and all this with the sure and certain feeling that it adds to the nourishment in every dish in which it is used.

Its help in digesting accompanying foods probably suggested its first use as a substitute for the toast or crackers usually found in the delicious but deadly Welsh rabbit.

My book of dainty recipes, illustrated in many colors, describing dishes in which "FORCE" is a delicious ingredient, will be mailed to all who will send me a 2-cent stamp with this coupon.

The list of "FORCE" dishes is being added to every day and I am always glad to receive recipes from housewives so that I may include them in these "FORCE" books and pass them on to appreciative appetites everywhere.

Please send me a copy of your book "The Gentle Art of Using FORCE" for which I enclose a two-cent stamp.

"SUNNY JIM,"
BUFFALO, U.S.A.

Name _____
Address _____
City _____ State _____

"SUNNY JIM" TELLS HIS STORY

From a four-page "reader" in the Cosmopolitan and other magazines for November, 1903. (Slightly reduced.)

I want now to personally invite every reader of *The Cosmopolitan* to join "The 'FORCE' Society." Its membership is limited strictly to those who want to be happier than they are.

Each member is entitled to an "M. F. S." after his name—and to enroll other members if he thinks enough of them.

The Creed is simple—I wrote it myself:

Sunny Jim's Creed

¶ I believe that to be happy is all I want.

¶ I believe that I was never unhappy until I, thought I was, and that therefore I can never be happy until I think I am.

¶ I believe that there's no use trying to think happiness with my mind when my stomach is arguing the question with my body.

¶ I believe that if I ate the food my stomach liked the best there wouldn't be any question to argue.

¶ I believe, therefore, that before I think about being happy I've got to settle this food problem.

That's all there is to the Creed.

You see it stops rather abruptly, because that's where you join the Society, and when you've joined you have settled the food problem.

I know of but one food that makes the Creed livable—the food that made me sunny.

The World's New Motto

These two words, "Be Sunny," shall be my text hereafter. I am going to show you that sunniness is more "worth while" than anything else; that just as soon as the body is freed from unnecessary drags upon it one begins to feel better; that most of us are bound down by bad or wrongly chosen foods, and that "FORCE" is the best food for everybody, every day—but particularly for you, to-day.

My new book tells about it—the coupon opposite entitles you to one copy—if you send a 2-cent stamp with it.

Be Sunny.

Sunny Jim



MAGAZINE PAGES SOON AFTER TURN OF CENTURY

The art of advertising layout in the years 1903-1904.

BAKER'S

BREAKFAST COCOA

The Finest in the World

*The Choice
of the
Best
Cooks*

*Preserves
Health
Prolongs
Life*

*Handsome
Recipe Book
Sent Free*

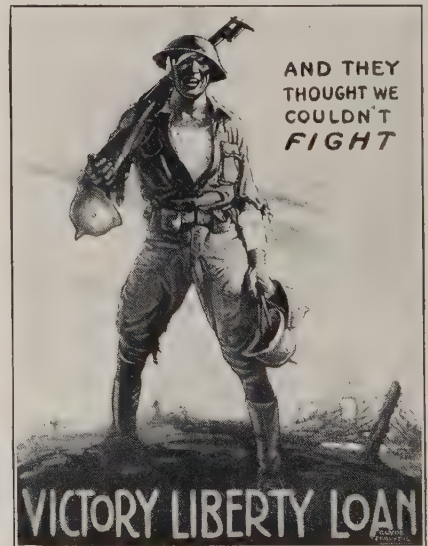
*46
Highest
Awards*



WALTER BAKER & CO. Ltd.
ESTABLISHED 1760 DORCHESTER, MASS.

BAKER COCOA METHOD IN 1906

Turn-of-century copy by one of the oldest advertisers. (Youth's Companion.)



SOME CONTRIBUTIONS BY AMERICAN ADVERTISING TO THE WINNING OF THE
WORLD WAR

T H E Y H O L D T H E I R S H A P E

"travelo"

knit jackets & vests for men & boys



WHEN THERE'S HARD WORK TO BE DONE...

**'travelo' takes the
wear and tear...
and doesn't show it**

It costs more to wear out your expensive clothes than it does to buy a "travelo"—and prevent it. Warm . . snug . . handsome . . economical. At 11,000 of the very best men's wear stores.



The greatest value you can buy at less than the cost of a "travelo"

Lido
KNIT JACKETS

Write for "Portfolio of Styles" showing people you know in "travelo" knit jackets. Peckham-Foreman, Inc., 1909-1915 Park Ave., New York, N. Y. Makers of the well known "travelo" SwimSuits.

A DEVICE HIGHLY DEVELOPED IN ADVERTISING

This was made up from four different photographs.

MARSHALL FIELD & COMPANY

The Newest Millinery Modes in The Semiannual Millinery Selling Every Section Brimful of Values



Debutante Salon
Models from the recent
American designers
specializing in youthful
debutante styles, \$10

...making possible the most extraordinary collection of smart hats at unusually low prices we have ever assembled at one time. Each of our seven sections contributes its particular specialty. There are hats from Paris designers, originations and adaptations from our own workrooms, hats from the better makers everywhere, for sports, daytime, afternoon and evening. And all are conveniently grouped in our millinery sections on the Fifth and on the Fourth Floors.

Other special items are thousands of Russian, nicies purchased for this selling... gardenias, \$60; chrysanthemums and imported violets, \$50.



Debutante Salon
...also adaptations made
by our own designers in
styles inspired by the
debutante fashions... \$10



American Room
The latest hats for smart
and dress... of which
this section makes every
specialty... \$12.75



\$10 Hat Room
Samples from the finest
makers and exclusive
styles made above
than usually special, \$10



Street and Sports
The smart daytime and
sports models abundant in
this section in increased
numbers... \$3.95



Ready-to-Try
Semi-annual collection
smart new shapes, and in
quantity... each hat
with lined... \$2.85



Junior Millinery
Very best for girls, white
and white for the little
girl, the Junior and the
Junior Miss, \$3.75, \$5.75

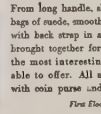
Fifth Floor, North and Middle, Main—Junior Millinery, Fourth Floor, Main

An Extraordinary Selling of Purses and Handbags

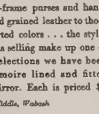
An Unusually Wide Assortment, \$5



Above
Smart basketry handbag
of finest calf and grained
leathers... new cut.



Below
Black patch bag of lined
grained leather, with
color frame.



Small
Black or brown
envelope purse, metal
and maroon catch.



Above
New soft pouch, black or
brown made with maroon
leather... Felted top.



Above
Brown or black made in
new shape, basketry and
maroon trimmings.



Above
Cracked calf leather
pouch, modernistic metal
catch and frame.

First Floor, Middle, Wabash



In the Section of Slenderizing Lines—Exceptional! Coats with Caracul and Goat

Coats that, like the newest Paris lines achieve slenderness by cleverly inlaid lines, and give by amazing fabrics, colorings and fur.

The left is a striking version of the all-black coat of major cloth with black caracul. Most exceptional at \$67.50.

The center comes in black with black caracul or black with gray coat. It is also exceptional at \$125. Slenderizing apparel in sizes 40 1/4 up.

Gowns of Transparent Velvet

Of the many ultra-smart fabrics this season, none lends itself more beautifully to slenderizing effects than transparent velvet. One of a handsome collection for afternoon and dinner wear is shown, coming in brown, Independence blue and black, modestly priced, \$50

Slenderizing Apparel, Sixth Floor, Middle, Wabash



New Corsets Assume Elegance

For Afternoon and Evening Occasions

Exquisite are the new all-in-one foundation garments that achieve the unbroken line and mold the figure into the slimmest of the modern silhouette... slender hips, flat back and diaphragm. Right, handsome black chamois lace model over flesh net, \$29.50. Center, beautiful ivory crepe satin model, uplift cup bust, of sheer Alencon lace and Bounce bottom, \$29.50. Same model in handmade lace, not sketched, \$65.

Left, stypin contour of black chamois lace, with Bounce at bottom reinforced with flesh net, \$18.50. They are but three of a new collection.

Fifth Floor, South, Wabash

A Roman Galley proudly rides the waves of the 1928 Christmas Seal... a ship such as was used by the early mariners of the Mediterranean in the hunt for gold, gems and other valuables. And to stimulate interest in the Christmas Seal, the Chicago Tuberculosis Institute in Chicago and Cook County conducted a ship model contest centering around the design of its seal. The master model for this campaign was especially built through courtesy of the National Tuberculosis Association by Edward J. Thatcher, whose reputation as a builder of ship models is established throughout the country. Mr. Thatcher's model, as well as the prizes to be awarded winning models, is now on display on the Third Floor, North, State. You are cordially invited to inspect them!

Promised...

Winter Weather!

Time to order your Furs out of Storage

When that first cold spell comes... and its bound to be soon... you'll want your first sight at hand. And right at hand they'll be if you take our precaution and order them out of storage now. All you need do is telephone South 7000, local 39 or 96, and delivery will be prompt made.

Imported Soaps

Specialty Priced \$1 and \$2.75

From France comes these favorite and exceptional fine Savon Hygienique soaps, specially priced: Large bath soap, in assorted colors, box of 6 cakes, is priced \$1. Toilet Soap, 12 cakes is priced \$2.75.

First Floor, North, State

Notion Specials

In a Group Unusually Low Priced

Kings sanitary napkins, regular size, 25¢ a box, 4 for \$1. Silk Sanitary Apron, flesh color with lace edge at 66¢. "Oriental" Silk Dress Shields, regular shape, size 2, 3, 27¢ a pair; 4 pairs for \$1. Girls' Cotton Belt, 75¢. Fancy All-Rubber Tea Apron, in various colors at 85¢. Kleanon, large size, very special at 55¢ a box; 3 for \$1.

First Floor, North, State

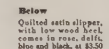
Just One More Week of... The First Annual Sale of Boudoir Slippers

Of vital importance at this time of year is the Annual Boudoir Slipper Sale, anticipating holiday gifts and traveling. Many are the new styles represented in this Sale and all are especially low priced. In made d'Orsay and slippers styles, dainty trimmed.

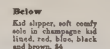
Fifth Floor, Middle, Wabash



Above
Imported brocade
with satin lined with
the best rose, green and
blue, violet, \$5



Below
Quilted satin slipper,
with low wood heel,
comes in rose, buff,
blue and black, at \$3.50



Below
Imported kid mule, low
Leather laces in bright
colors: jade, red, blue
and brown, \$4



Above
Imported kid mule, low
Leather laces in bright
colors: jade, red, blue
and brown, \$4



Above
Imported leather slipper,
satin lined, blue, green,
brown, pink and lavender,
\$3.65

A STYLE OF DEPARTMENT STORE ADVERTISING THAT CONTINUES TO ATTRACT
Typical full page by Marshall Field & Company in Chicago newspaper.

A black and white illustration of a person standing on a large lotus flower. The person is depicted in a traditional, possibly Buddhist, style, wearing a simple garment. They are holding a small object in their hands, which appears to be a ritual object or a small statue. The lotus flower is large and detailed, with many petals. The background is filled with stylized, swirling clouds and several small birds in flight. The overall style is reminiscent of traditional East Asian art, possibly a woodblock print or a painting.

THINGS OF BEAUTY
TO OUR NEW FALL PRESENTATION

From America, from all over the world come enchanting treasures to enhance the charm of the life and lovely daughters of today. Or to create for them a fitting background . . . like the mellow setting of a precious jewel!

A wonderful old chest of drawers that was new when Lorenzo imposed a brilliant and ruthless rule on intriguing

More and more, in the serving of people of taste and distinction, this store has grown to international scope. More and more it reflects the art and the life of many lands.

To our old friends—and the many new ones we shall make in the next few seasons past—we give a cordial welcome to our presentation of new and lovely things for Fall.


FIFTH AVENUE, NEW YORK

Since hours are from 9 until 5:30 every day, including Saturday

PARIS BRUSSELS FLORENCE LONDON BERLIN FRANKFORT VIENNA


STAT L. 67 03 1977 77 77 :Y 1 1977

Four-column advertic units in
daily paper - 100K



Southland

To the Lands of the Flamingoes



SOUTHLAND HATS
—smartest of all in the natural toned straw—brilliant, lulu, bangkok and siot—palest toned felt, too—the very new small mushroom shapes and others wide and gracious of brim.

SOUTHLAND COSTUMES
—white chested coats with trimming of natural fur—costs of ladder weaves and herringbone in the new eggshell tone. Ensembles of tweed for travel—of angora jersey and prints for resort wear. Frocks amazingly subtle in color, of novelty prints and handkerchief linen—of smoky silk and chiffon—in yellow, first in importance this season—in an array of the new blue and sea green cones—and in the smart natural shades.

SOUTHLAND FABRICS
—prints in a new and versatile group—sheer print—novelty prints in American Indian designs, and the new Americana motif—tweeds light in weight and soft in color—the new angora jersey—and China silk revived from the modes of another era and destined for a vogue at Palm Beach.

INFORMAL REVUE OF SOUTHLAND MILLINERY
Monday and Tuesday
11:30 a. m. and 2 p. m.
Frocks: Millinery Salon, Third Floor

INFORMAL REVUE OF SOUTHLAND FABRICS
All Week
10:30 a. m. and 2 p. m.
FABRIC SECTION, SECOND FLOOR

L. B. AMBERGER & CO.

(ONE OF AMERICA'S GREAT STORES) ELIZABETH, NEW JERSEY

Copyright © 1934 by L. B. Amberger & Co.

MADE IN U.S.A.

© 1934 L. B. AMBERGER & CO.

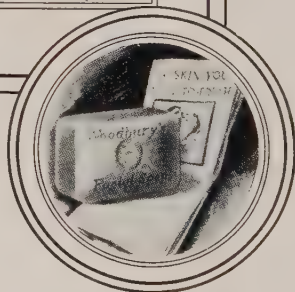
Four-column advertisements in daily newspapers.

September 29, 1928



KEEP YOUR SKIN LOVELY—AND THERE WILL ALWAYS BE THE LIGHT
OF YOUTH IN YOUR FACE

To have and to hold ... a Beautiful Skin!



NO MATTER how otherwise lovely you may be, if you lack the fresh beauty of a fine clear skin your happiness can never be sure!

And even if your complexion is everything you—and he—could wish, you must care for it as a priceless possession.

There is a marvelously simple way to keep your beauty—a way thousands of grateful women already know. And even if your complexion has "gone off" a bit, this same method will bring it right again.

Ice, hot or warm water, and just Woodbury's Facial Soap—the soap a skin specialist gave us the formula for—these are all you need, to keep—and to gain—that exquisite "skin you love to touch"

If you are blessed with a naturally good complexion, there is a famous Woodbury treatment that will help you to keep the firm, fresh, youthful contours, the clear color, the smooth texture that you prize.

If your complexion is poor, the chances are you are bothered with one of the six following faults, happily so easy to correct:

*Blackheads Sallowness Enlarged Pores
Excessive Oiliness Blemishes Dryness*

A famous skin specialist who has studied these common defects, has formulated special treatments for each. These are all contained in the booklet wrapped around every cake of Woodbury's Facial Soap.

A 25c cake of Woodbury's will last you a month or six weeks. Begin, tonight, to follow the treatment you need. Within the incredibly short period of ten days or two weeks you will notice an improvement.

Now—the large-size trial set!

The Andrew Jergens Co., 1419 Alfred St., Cincinnati, Ohio.

For the enclosed 10 cents—please send me the large-size trial cake of Woodbury's Facial Soap, the Facial Cream and Powder, the Cold Cream, the treatment booklet, "A Skin You Love to Touch," and instructions for the new complete Woodbury "Facial". In Canada, address The Andrew Jergens Co., Limited, 1419 Sherbrooke St., Perth, Ont.

Name _____

Street _____

City _____ State _____

© 1928, by The Andrew Jergens Co.

THE BEAUTY APPEAL HAS HELPED MAKE OUR GIRLS MORE BEAUTIFUL

A page by an old advertiser in the magazines, 1928.



Still—That Schoolgirl Complexion

Youth retained by Nature's ways in skin care, means natural
▲ loveliness. These precious oils embodied in a beauty soap

*In Paris, too,
It's now Palmolive*

Today in France, home of cosmetics, Palmolive is one of the two largest selling toilet soaps, having supplanted French soaps by the score. French women, the most sophisticated of all women in beauty culture, by the thousands have discarded French soaps and adopted safe and gentle Palmolive.

THE art of keeping young—of staying beautiful—today is simply the secret of keeping natural beauty.

No matter what the calendar may say, youth lies in a youthful skin—in a naturally lovely complexion that defies the touch of Time. That natural loveliness—that charm of youth retained—can only come from following Nature's rule.

Nature's great cosmetic beautifiers are the oils of the palm and olive trees. In their crude state they were prized by ancient beauties—today, scientifically blended, they are found in one soap only—Palmolive.

*Only a pure beauty soap—to keep that
schoolgirl complexion*

The gentle cleansing oils soothingly penetrate the pores, remove accumulations which, if left, would form into blackheads, or, becoming infected, would cause unsightly blemishes.

Nightly cleansing with the rich lather of this famous beauty soap—a soap made for one pur-

pose only, the fostering of good complexions—is a sacred rule with millions. Fresh radiance, natural charm, result from its regular use, this way, each night.

Do this at least once daily

Wash your face gently with soothing Palmolive Soap, massaging its balmy lather softly into the skin with your two hands. Rinse thoroughly, first with warm water, then with cold. Dry by patting with a soft towel—never rub the gentle skin fabric.

If your skin is inclined to be dry, apply a touch of good cold cream—that is all. Do this regularly, and particularly in the evening. Use powder and rouge if you wish, but never leave them on over night.

And Palmolive costs but 10c the cake! So little that millions let it do for their bodies what it does for their faces. Obtain a cake today, then note the amazing difference one week makes. The Palmolive-Peet Company, Chicago, Illinois.

PALMOLIVE RADIO HOUR—Broadcast every Wednesday night—from 9:30 to 10:30 P. M. eastern time; 8:30 to 9:30 P. M. central time—over station WEAf and 32 stations associated with the National Broadcasting Company.

KEEP THAT SCHOOLGIRL COMPLEXION

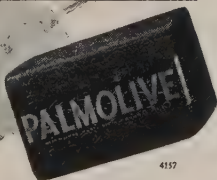
A SLOGAN THAT HAS SOLD MUCH SOAP

(Color page in weekly and monthly magazines, 1928.)

Retail Price

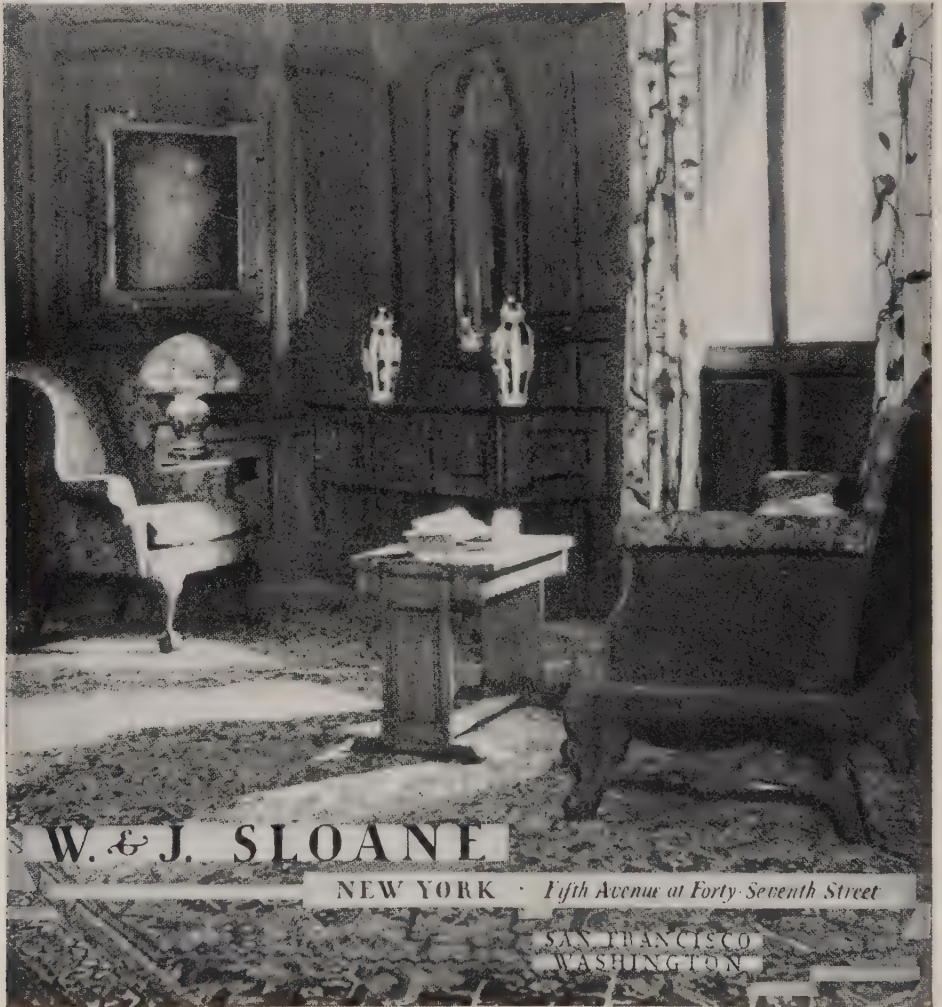
10c

Palmolive Soap is untouched by human hands until you break the wrapper—it is never sold unwrapped



4157

Balance . . . charm . . .
 Dignity . . all are neces-
 sary ingredients of an
 attractive room. Fur-
 nishings by W & J Sloane per-
 sonify these attributes—and add to them
 a measure of comfort and correctness.



1928 COPY BY AN OLD ADVERTISER

W. & J. Sloane were, around 1900, among the first to employ in national magazine pages those photographic interiors which home-making women scan with deep interest.



AN ENGLISH XVIII CENTURY
MORNING ROOM

New York Galleries, Inc., Decorators

FROM the beginning of the XVIII Century English architecture and furniture assumed greater refinement of both form and decorative detail, this tendency reaching a climax with the revival of the classic spirit by the Brothers Adam. ~ ~ ~ ~

The simplicity of the architectural plan provided a perfect background for the graceful tables, chairs and countless

other pieces improvised by such ingenious cabinetmakers as Chippendale, Hepplewhite and Sheraton to meet the demands of their fastidious clientele.

In no small measure does the reputation for beautiful furniture enjoyed by this establishment rest upon the exquisite cabinetry produced in its shops by the identical methods employed by the celebrated craftsmen of olden days.



New York Galleries

INCORPORATED

Madison Avenue, 48th and 49th Streets

CABINETMAKERS DECORATORS ANTIQUARIANS
ARCHITECTURAL REMODELING

© 1928, N. Y. C.

HOME-FURNISHING IDEAS

An example of advertising that has exercised a wide influence for improvement in the interior appearance of the American home.

Back for More!

CHILDREN are "choosey." And sometimes their elders, too, like to have their appetites tempted by food that's especially alluring. That is why the whole family likes the crisp, flavory shreds of whole wheat with good rich milk, and perhaps fresh fruit or jam. It's one health habit delightful to anticipate each morning.

THE SHREDDED WHEAT COMPANY
NIAGARA FALLS, NEW YORK
Oakland, California Niagara Falls, Canada
Welwyn, Garden City, England



Shredded Wheat

THE STORY IN A PICTURE
Color page in the magazines, 1928.



THE GREAT WHITE WAY IN 1920

Showing the internationally famous Wrigley display. (Photograph copyrighted by Brown Bros.)



NIGHT DISPLAY IN UPPER BROADWAY, NEW YORK, IN 1927



NEATNESS IN MODERN OUTDOOR ADVERTISING, 1928



WORK OF MODERN EUROPEAN POSTER ARTISTS
(Reduced to one fifteenth the size of the original color sheets.)

LOOK FOR THE RED-AND-WHITE LABEL



*Enjoy its
tonic goodness!*

In achieving that note of variety you so prize in your menus, Celery Soup is a most happy selection. For in it your sense of taste is refreshed with a delicately delicious flavor, and you receive the tonic benefit of one of nature's most healthful vegetable foods.

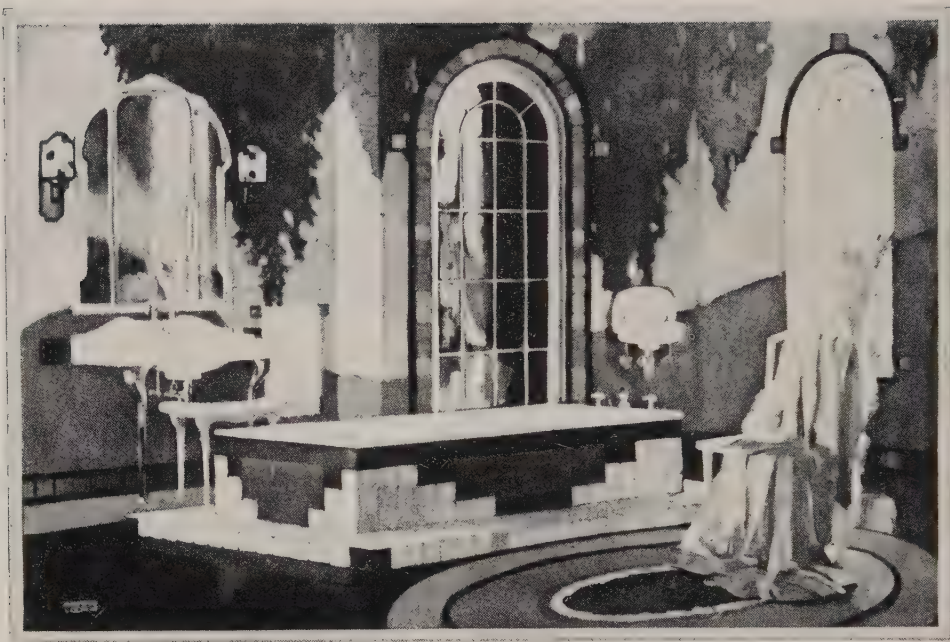
Let Campbell's famous French chefs blend this wholesome soup for you. They use only the finest snow-white celery, and enrich the soup also with nourishing butter. Of course the seasoning is deft—revealing the born soup-maker. A soup for the proudest table!



WITH THE MEAL OR AS A MEAL SOUP BELONGS IN THE DAILY DIET

A BUSINESS BUILT ON ADVERTISING

Success of the Campbell Soup Company is due to methodical publicity.



Bathroom Designed and Painted for Standard Sanitary Mfg. Co. by Andrew Loomis

The first coming of beauty to the bathroom

Like a fairy tale reads the story of the enchanting transformation of the bathroom from plainness to beauty. This story is simply told in pictures in the interesting new book entitled "Standard" Plumbing Fixtures for the Home

For forty years we Americans were so engrossed in making the bathroom the ultimate in utility that beauty was almost forgotten, except for an occasional ostentatious carved tub leg and old-fashioned marble slab which topped the lavatory

Then "Standard" designers envisioned bathroom fixtures comparable in grace of line and proportion to the finest furniture—baths of sculptural-like beauty, lavatories with the charm of dressing-tables—fittings hand wrought in designs of rare distinction. They created new forms for these fixtures and fittings with complete disregard for the tradition of mere utility but without sacrifice of sanitary principles

In these new forms eminent American painters have found the inspiration for bathroom designs of amazing originality. Full color reproduction of their oil paintings in the book, "Standard" Plumbing Fixtures for the Home, will quicken you, too, to the new possibilities of beauty in the bathroom. A copy will be mailed on request. The new fixtures are exhibited in "Standard" Showrooms in principal cities.

In keeping with the trend to the increased use of color in home decoration, these and other "Standard" Plumbing Fixtures are made available in black and seven beautiful pastel colors, as well as white.

Prices of "Standard" Plumbing Fixtures illustrated in the bathroom above, not including cost of installation: The Brighton Bath \$212.00, The Templeton Lavatory \$540.00, The Portal Dental Lavatory \$60.00. (The Purmo Water Closet, not illustrated above but described in the book, \$110.00).



The charm of the new lavatory fittings is that of the masterpieces of the ultimate silver smith. Until now such beauty has been foreign to the bathroom. These fittings in different decorative treatments are priced separately.

Standard Sanitary Mfg. Co.
PITTSBURGH

"Standard"
PLUMBING FIXTURES

GIVING THE BATH ADDITIONAL APPEAL

Glorifying the American bathroom in advertising, which has done so much to spread the installation of stationary baths in homes of all classes. The reproduction is from a four-color plate in the magazines.

Only along the East Coast of Florida does the Gulf Stream
 weave its magic spell . . . a Springtime land for winter days
 . . . bathhouse . . . flowers . . . warmth



Where Shadows Play Through Dancing Palms

South . . . and even farther south . . . to the Gulf Stream and the Florida East Coast . . . Ponce de Leon's land of eternal youth . . . follow the highway of the Florida East Coast Railway smoothly behind big oil burning locomotives . . . underlines and dapples to Palm Beach, Miami, St. Augustine . . . the American Riviera.

Less than thirty hours from New York . . . forty from Chicago . . . one limited through train . . . for information write . . .

FLORIDA EAST COAST

Railway and Hotel Companies

General Office
 St. Augustine, Fla.

Operates the following hotels (American Plan)
 Ponce de Leon St. Augustine The Breakers Palm Beach
 Alcazar St. Augustine Royal Poinciana Palm Beach
 Cadillac Oceanfront St. Augustine Hotel Oceanfront
 Long Key Fishing Camp, Long Key Casa Mahealani Key West 2 West 45th Street
 New York City



-Even a child can pick the best way to go to, California

The Santa Fe is the luxurious double-track way to winterless California. In splendid comfort you speed through the Southwest.

The Chief—extra fast, extra fine, extra fare—slips smoothly over ball a coast in two business days—Chicago to Los Angeles.

The Santa Fe operates four other fine transcontinental trains daily—the California Limited, Navajo, Scout and Missionary.

Fred Harvey dining car and stateroom dining-room meals set the standard.



J. R. Morawitz, Div. Pass. Art., Santa Fe Ry.
 170 W. Jackson Blvd., Chicago, Ill.
 Any interest in winter trip to California. Send me free picture-folders and advice on excursion ticket.
 Name _____
 Address _____

.. featuring the extras that make travelling to California a luxurious diversion . . . a restful adventure



LOS ANGELES LIMITED

extra fare . . . 63 hours

Service, speed, courtesy, cuisine . . . you can take them for granted on the Los Angeles Limited.

There is something more that attracts famous people, the knowing ones, to choose this train year after year. Maybe it's an atmosphere of refinement and luxury, or the scenic grandeur along the smoothest roadbed in the world that calls them.

To our many old patrons . . . we await you eager to make your next journey even more enjoyable than the last.

To all travellers to California . . . take the Los Angeles Limited and we predict that you too will become one of its many ardent admirers.

Train features: Barber, valet, bath, maid, manicure. Observation - club cars, dining cars serving meals that appeal, every class of standard Pullman car accommodations . . . all equip-

ment of the most modern and desirable type. 63 hours en route; leaves Chicago at 8:10 p. m. daily; \$10 extra fare.

Seven other fine trains to California from Chicago and St. Louis

Including the 63-hour extra fare San Francisco Overland Limited; Gold Coast Limited; Continental Limited; Pacific Limited; Pacific Coast Limited.

Here's a new interesting inexpensive side trip—Death Valley, California

See its magnificent, mysterious grandeur by comfortable rail—motor-bus tours. Season starts November 2nd. For booklets describing California, Death Valley and Union Pacific service

Address nearest representative or General Passenger Agent Dept. 229, at Omaha, Nebraska

UNION PACIFIC

THE OVERLAND ROUTE

NOT MERELY TIME TABLES

Travel-inducing advertising by railroads in magazines (1928.)



Dentists know the secret of dazzling white smiles. "Keep dull film off teeth," they say. That's why Pepsodent is recommended.

Film dulls lovely teeth and fosters serious tooth and gum disorders

Now remove it in the light of present scientific knowledge. Dingy "off-color" teeth regain dazzling whiteness, gums their natural color

DENTAL science says dull, "off-color" teeth are found invariably to be film coated.

Teeth unusually subject to decay and the commoner tooth and gum disorders are also generally film coated.

Now, in collaboration with high dental authority, a special dentifrice, called Pepsodent, has been perfected that removes film. Removes it thoroughly where ordinary brushing methods fail.

FILM—What it is and does

Run your tongue across your teeth and you will feel a slippery, viscous coating. That is film.

It clings to teeth so stubbornly that brushing alone will not remove it successfully. It gets into crevices and stays.

Stains from food and smoking are absorbed into film and make teeth "off color" and dingy.

Germs breed in film by the millions. And they, with the tartar film develops into, are the chief cause of pyorrhea.

Film invites the acids of decay.

Thus, before new ways were found to remove it, tooth and gum disorders were on the increase.

Dental science discovers way. How it acts Under close direction of leading dental specialists, a special film-removing dentifrice, called Pepsodent, was discovered. It acts to curdle the film and to remove it in gentle safety to enamel.

In this development the world has gained a new conception of what a dentifrice should be and do. Dentists by the thousands tell us this.

Firms gums—Combats decay

Pepsodent also firms and hardens gums, thus gives that healthy coral tint.

In still other ways it increases the alkalinity of saliva to neutralize fermenting foods, which cause the acids of decay.

So fundamentals of modern preventive dental practice are embodied in this latest work of science.

Use for 10 days free

Your dentist, and Pepsodent used twice a day, offer you the best the world knows in modern tooth and gum care. Here health is synonymous with beauty.

Get a large tube of Pepsodent at your druggist's—or write to nearest address below for a free 10-day tube to try

The Pepsodent Co., 1104 S. Wabash Ave., Chicago, Ill., U. S. A.; 191 George St., Toronto 2, Ont., Can.; 42 Southwark Bridge Rd., London, S. E. 1, Eng.; (Australia), Ltd., 72 Wentworth Ave., Sydney, N. S. W.

Pepsodent
The Quality Dentifrice—Removes Film from Teeth

No matter how white teeth may be **NOBODY'S IMMUNE***



*4 out of 5 While Caring for Teeth Neglect the Gums and Sacrifice Health to Pyorrhea

DENTAL authorities tell us that in this super-civilized age of luxurious living and soft foods, proper care of the gums is as important as care of the teeth.

For when gums are neglected they cannot resist disease. They recede from the teeth which loosen in their sockets. Then Pyorrhea sets in. Its poisons ravage health and leave in their wake a trail of havoc... A needless sacrifice made by 4 persons out of 5 after forty and thousands younger.

Brush your teeth, of course. But also brush gums vigorously with Forhan's for the Gums. It safeguards teeth and health. It helps to firm gums and keep them sound. As you know, Pyorrhea seldom attacks healthy gums.

When you have used Forhan's for a few

days you will see an improvement in the appearance and health of the gums. Also you will note that this dentifrice cleans teeth and protects them against acids which cause decay.

Pay a semi-annual visit to your dentist. And start brushing teeth and gums with Forhan's regularly, morning and night. Teach your children this health habit. They'll thank you in later years. Get a tube of Forhan's from your druggist today. Two sizes—35c and 60c. Forhan Company, New York.

Forhan's for the gums is far more than an ordinary toothpaste. It is the formula of R. J. Forhan, D. D. S. It is compounded with Forhan's Pyorrhea Liquid used by dentists everywhere. You will find this dentifrice especially effective as a gum massage (if the directions that come with each tube are followed closely. It's good for the teeth. It's good for the gums. Use it faithfully.

Now... Forhan's Antiseptic Refreshant It's The Perfect Mouthwash. It sweetens breath and taste and refreshes mouth. It is good for sore throat. It is a safe, pleasant antiseptic mouthwash, that has no irritating odor. Try it.

Forhan's for the gums

YOUR TEETH ARE ONLY AS HEALTHY AS YOUR GUMS

FOR HEALTH AND GOOD LOOKS

Constant appearance of advertising like this probably has done more than any other agency to awaken the mass of the people to the importance of proper care of the teeth.

DON'T FOOL YOURSELF

Since halitosis never announces itself to the victim, you simply cannot know when you have it



To those who are married-

You can't be welcome when you have halitosis

suspect yourself first!

THE trouble with some men and women is that they suspect everything but halitosis (unpleasant breath) as a cause of indifference

Certainly this humiliating and repellent condition is a bar to affectionate advances. And so unnecessary!

Intelligent persons do not fool themselves about

halitosis. Recognizing the fact that it does not announce itself to the victim, they rinse the mouth systematically with Listerine. Every morning. Every night. And between times when necessary—especially before meeting others. It puts them on the polite and popular side.

Listerine ends halitosis—instantly. Being antiseptic, it strikes at bacteria that cause odors. And then, being a powerful deodorant, it destroys the odors themselves.

If you have any doubt of Listerine's deodorant properties, make this test. Rub a slice of onion on your hand. Then, apply Listerine clear. Immediately, the odor is gone. Even the strong odor of fish yields to it.

With these facts before you, make up your mind to keep yourself on the safe, popular and polite side by using Listerine. Lambert Pharmaceutical Company, St. Louis, Mo., U. S. A.

READ THE FACTS

2/3 had halitosis

80 street car conductors meeting the public at close range every day of the year, said that about one person out of three offends by halitosis. Who should know better than they?



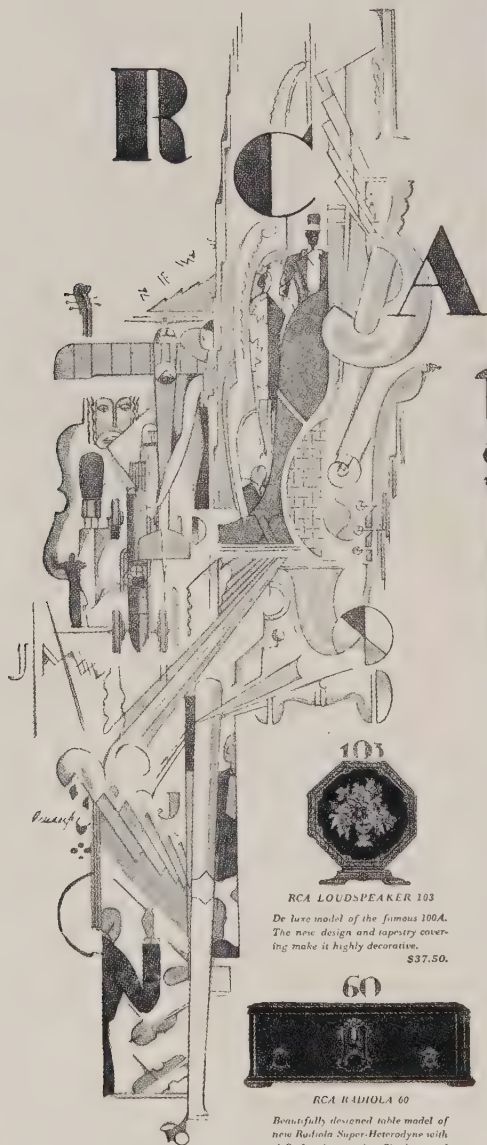
LISTERINE

The safe antiseptic

HAVE YOU TRIED
THE NEW LISTERINE SHAVING CREAM?
Cools your skin while you shave and keeps it cool afterward. An outstanding shaving cream in every respect.

HALITOSIS!

A page from a famous modern campaign.



RCA LOUDSPEAKER 103

De luxe model of the famous 100A. The new design and tapestry covering make it highly decorative.

\$37.50.

60



RCA RADIOLA 60

Beautifully designed table model of new Radiola Super-Heterodyne with A.C. electric operation. Single control with illuminated dial. Two-toned walnut veneer. An instrument of wonderful musical range and tone fidelity. . . \$175 (less Radiotrons).



RADIOLA 64

SUPER-HETERODYNE

Musical range and fidelity of tone such as have never before been known make this new Radiola Super-Heterodyne 64 the finest achievement of modern radio. It is a musical instrument of amazing capacity, range and realism.

Nothing has ever been designed to equal the performance of the super-selective and sensitive Super-Heterodyne—and now this wonderful receiver has been further refined. It has the new simplified A.C. electric operation, special automatic volume control, additional Radiotrons for volume, and the new RCA Dynamic Speaker—the incomparable of radio reproducing instruments.

\$550 (less Radiotrons).

Buy with confidence



where you see this sign

RADIO CORPORATION OF AMERICA
New York • Chicago • San Francisco

YOUNG, BUT VERY BIG FOR ITS AGE

Advertising (1928) of the industry whose growth is as phenomenal as its product.



The Road to Home

Though written faithfully, his letters from home seemed to have had a way of arriving at his hotel in one city just after he had left for the next—and of never catching up.

Three weeks passed—business conferences, long night journeyings on sleepers, more conferences—with all too little news from home.

Then he turned eastward. In his hotel room in Chicago he still seemed a long way from that fireside in a New York suburb. He reached for the telephone—asked for his home number.

The bell tinkled cheerfully. His

wife's voice greeted him. Its tone and inflection told him all was right with the world. She hardly needed to say, "Yes, they are well—dancing right here by the telephone. . . . Father and mother came yesterday. . . . Oh, we'll be glad to see you!"

* * * *

Across the breadth of a continent the telephone is ready to carry your greetings with all the conviction of the human voice. Used for social or business purposes, "long distance" does more than communicate. It projects you—thought, mood, personality—to the person to whom you talk.



**AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES**

BELL SYSTEM

One Policy, One System, Universal Service

SELLING THE USE OF THE TELEPHONE

An example of twentieth century advertising by a public utility.

MORTGAGEE'S SALE

The Life Insurance Policy that would have saved their home was permitted to lapse

THE PRUDENTIAL INSURANCE COMPANY OF AMERICA
 EDWARD D. DUFFIELD, President HOME OFFICE, NEWARK, N.J.

USING ADVERTISING TO PREVENT INSURANCE LAPSES

One of the conservation series of the Prudential in the popular magazines, which, besides benefiting all holders of Prudential policies, has widespread effect for social good.



Don't Risk Your Child's Future

*I*T is the duty of every father to give his boy or girl a good education—a fair start in life. Yet, many men who are amply able to do that today may meet with personal or financial misfortune before the years roll around and their children attain the age when the expense will be the greatest.

But there is one safe way—life insurance and the life insurance trust.

Devote some of your present income to buying a substantial amount of insurance. Make it payable to the National Park Bank of New York as your trustee, under an agreement as to how the money is to be used.

When your children grow up, you may be alive and prosperous. If so, the purpose of the insurance trust may be changed.

If you happen to be living but have met with financial reverses, the cash value of the policies probably will take care of the cost of your children's maintenance and education.

If you do not happen to be living, the income and portions of the principal of your insurance will be paid out under the trust to provide for the support and education of your children during the early years of their lives.

Don't risk being able to provide for your children's future. Consult our Trust Officers about the advantages of a Life Insurance Trust.

The National Park Bank

of New York

Established 1856

214 BROADWAY

Seventh Avenue and 32nd Street

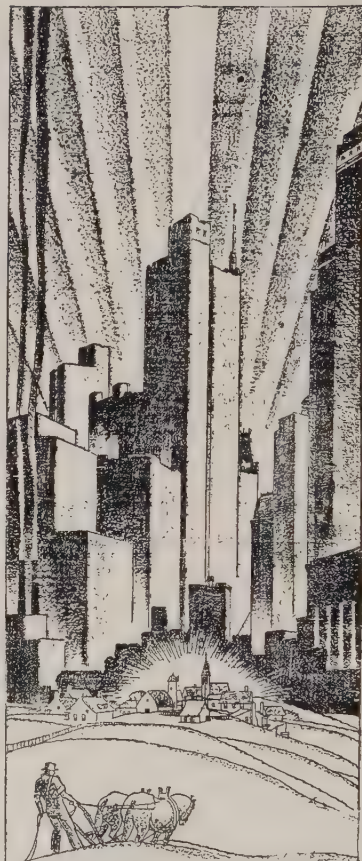
Broadway at 74th Street

Park Avenue and 40th Street

THE MODERN BANK FINDS MANY THINGS TO TALK ABOUT

OUT OF THE OLD COMES THE NEW. ▲ ▲

IN former years there existed a prejudice against placing a mortgage on property. A loan of this kind was a slur on character. ▲ ▲ Today you live in an age of borrowed capital. The rapid growth of our country has come as a result of changed views regarding finance. A mortgage loan enhances the marketability of property, and the modern business man no longer thinks of it as something to avoid. ▲ ▲ The Fidelity Union, the largest title and mortgage institution in New Jersey, has been a leader in the development of modern New Jersey through mortgage financing. ▲ ▲ Its contacts are State-wide and no matter in what section of New Jersey you may be located, we cordially invite you to submit your mortgage applications to us. ▲ ▲ ▲ ▲ ▲



FIDELITY UNION
title and mortgage
guaranty company

191 main street
hackensack, n. j.

broad at bank street
newark new jersey

291 n. broad st
elizabeth, n. j.

DIGNIFIED FINANCIAL HOUSES IN THE ADVERTISING COLUMNS WITH
REAL COPY

This four-column newspaper advertisement of 1928 was unthinkable a generation
earlier.



THERE is a double reason why the vast majority of women regard Cadillac as the finest of fine cars. They recognize its beauty as today's vogue in motor car style. But they know also there is no other car so smoothly efficient, so exhilarating, so easy to control. They know that Cadillac

and General Motors, with the whole world to choose from, selected the 90-degree, V-type Eight—and developed it—to meet the exacting requirements of the highest type of motoring. They know, therefore, that there is nothing in engineering today so closely approaching perfection.

More than 50 exclusive body styles by Fisher and Fisher-Hestwood

CADILLAC

A NOTABLE PRODUCT OF GENERAL MOTORS

TYPE OF ADVERTISING THAT GAVE THE AUTOMOBILE ITS FIRST STRONG APPEAL
A later-day color page in the magazines.



EVERYWHERE you go, note how the cars with Fisher Bodies stand out. This year, even more than in previous years, it is perfectly plain that the most beautiful cars in every price class are those with Body by Fisher. It is equally obvious that the cars which offer greatest *investment value* are precisely those cars whose bodies are the product of Fisher artistry, Fisher craftsmanship and Fisher's unrivaled resources

THE CONDE NAST PRESS GREENWICH, CONN.

GIVING SWANK TO THE AUTOMOBILE

Advertising of bodies that makes style a principal consideration in the choice of an automobile. The copy is of the year 1928. Copy in earlier years showed people undoubtedly fashionable, entering, seated in or leaving a car of obvious beauty.

THE WORLD
HAS A NEW AND FINER
MOTOR CAR



Twin Ignition motor
12 Air Craft type
spark plugs
High compression
Bijur centralized
chassis lubrication
Houdaille and Lovejoy
shock absorbers
(exclusive Nash mounting)
Aluminum alloy pistons
(Invar Struts)
7-bearing crankshaft
(hollow crank pins)
New double drop frame
Salon Bodies

**We only ask you to read
the features Nash offers—
compare them to the new
offerings of any other
manufacturer
then exercise your own
good judgment.**

World's easiest steering
Electric clocks
All exterior metalware
chrome plated over nickel
Short turning radius
Longer wheelbases
One-Piece Salon fenders
Body, rubber insulated
from frame
Nash-Special Design
front and rear bumpers
16 enclosed models
4 wheelbase lengths
Three Series

THE NEW **NASH "400"** SERIES

(8-37)

1928—SELLING THE CAR TO A PEOPLE WHO PERHAPS NEED NO LONGER BE REMINDED
OF THE PLEASURES OF USE

A true high test premium gasoline and no added price



❏ Winter is testing time for gasoline. ❏ When other gasolines are stubbornly resisting the action of the carburetor the *new* and *better* Texaco vaporizes readily. ❏ The quick getaway that you obtain even at this time of the year with Texaco shows the value of this high test gasoline. ❏ The smooth starts and the rapid response to the accelerator are the natural results of a "low boiling point" and a "low end point" with an "even, close

distillation range." ❏ Exacting scientific operations, rigidly controlled in our various refineries, insure the same high quality in every State and in all seasons. ❏ Try this real high test gasoline. Drive in today wherever you see the Texaco Red Star with the Green T. ❏ Fill your tank—enjoy premium performance at no added price.

THE TEXAS COMPANY, TEXACO PETROLEUM PRODUCTS



The NEW and BETTER TEXACO GASOLINE

Even in winter
dry gas starts easily



The new and better Texaco forms a dry gas, a perfect, uniform mixture of gasoline and air, which burns cleanly and completely, leaving no trace of raw liquid, lubricates the gasoline to dilute the motor oil. Dry gas gives smooth, even power at all times.



Wet gas is atomized gasoline, a mixture of gasoline vapor and drops of raw liquid gasoline. These drops resist the action of the spark, make starting difficult, burn unevenly and tend to destroy the lubricating value of the motor oil.

EVEN GASOLINE HAS PLEASING ASSOCIATIONS

A color page in the magazines, 1928.



Harry Says
It's the Best

Investment

“We ever Made

OUR house isn't a mansion, but it's home, after all, and we are proud of it. We had new throw-rugs in the living-room, two or three new lamps; and the wicker furniture on the enclosed porch had just been done over. All in all, it looked nice and homely.

But one article of furniture stood out like tan shoes with a full-dress suit, as Harry put it. I mean our poor little old talking-machine. It was a jarring note in more ways than one, particularly after we had seen and heard the Orthophonic Victrola.

We had had it since we were married.



“We had had our Victrola ever since we were married

(“The Pink Lady” was popular then!) And in the meantime, we had turned our car in for a new model—yes, a couple of times. We were pretty much up to date in everything but our music. Well, that's all ancient history now. We have an Orthophonic Victrola and it's simply wonderful! I mean, it really is.

Victrola Radiolas for complete entertainment

Go to the nearest Victor dealer and let him show you the new, all-electric Radiola 18, combined with the Victrola. For there will be times when you will want to hear programs from the air, and others when only music from records will satisfy. The new Victrola Radiola combinations are in cabinets of rare beauty and charm, at prices to fit your purse.

Even with the old records, some of which we kept, it brought out shades of tone and beauty we didn't know were in the records before. And with the new Orthophonic records, you'd swear the singer or player was right in the same room. Harry declares he can hear the musicians turn the pages of their music! I'm not prepared to go that far, but really it's marvelous the way music sounds on the new Victrola.

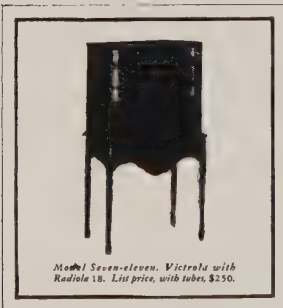
The children have some wonderful parties with it. They say it's as good as a ten-piece orchestra any time. And another nice thing—our Victrola has an electric motor. We don't have to wind it or anything. You just put on a record, sit back and enjoy it, or get up and dance. Harry says it's the best investment we ever made. And it is.

The New Orthophonic

Victrola



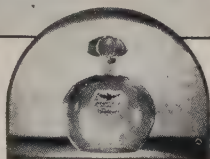
VICTOR TALKING MACHINE CO.
CAMDEN, NEW JERSEY, U. S. A.



Model Seven-eleven. Victrola with Radiola 18. List price, with tubes, \$250.

THE TALKING MACHINE GAVE ADVERTISING AN OPPORTUNITY TO SHOW IT COULD
SELL A FAIRLY HIGH-PRICED LUXURY TO THE MILLIONS

Reproduction shows a Victrola advertisement in the twenty-sixth year of advertising of that
product—a color page from the 1928 magazines.

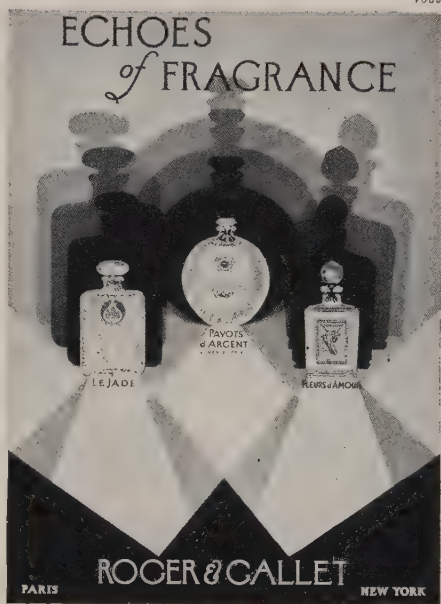


Those who very solemnly constitute society in Paris, have taken unto themselves *Quelques Fleurs*, the most distinguished achievement of Flaubert. And not as a mere passing fancy.

It is this enduring preference that endows
Quilgers' letters with a prestige that makes its

MS. A. 9. 2. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20.

HOUBIGANT
PARIS

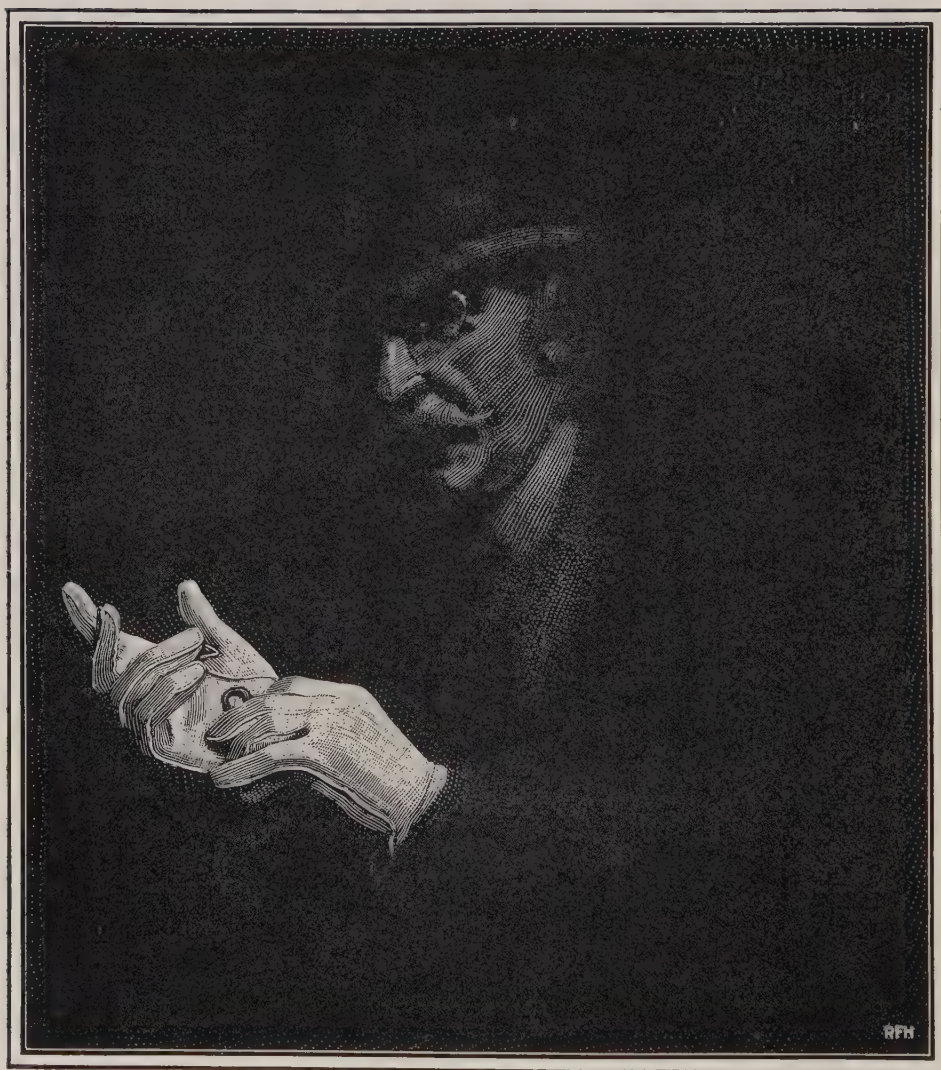


CARON CORP., 100 FIFTH AVE., NEW YORK



PERFUME ADVERTISEMENTS ARE AMONG THE MOST EXQUISITE PRESENTATIONS

Full pages in the magazines, 1928.



Without a Doubt—Hays "Superseam"

The Daniel Hays Company

GLOVERSVILLE, NEW YORK

■■■■
GLOVES
SINCE
1854

A BOK AWARD IN 1925

Take Baby and Go!

WHETHER you go by trail or train, the bottles packed in the bags will be ready for every feeding of the day

In camp or cottage—in the mountains, the woods or at the seashore—Pet Milk will be at hand for baby—the same safe, wholesome food he has at home.

You will prepare the feedings for the whole day, knowing that the last bottle will be as fresh and sweet as the first.

Pet Milk is fresh cow's milk concentrated. It is *more than* pasteurized. It is *sterilized*—scientifically clean. It is always fresh and sweet in the sealed container, no matter what the weather.

Take baby and go! Wherever trail or train may take you grocers have Pet Milk.

*Send for free booklet, Pet Milk Company
(Originators of Evaporated Milk)
836 Arcade Building, Saint Louis*



A THREE-TIME BOK PRIZE WINNER

One of the series of Pet Milk advertisements which won a Bok award in each of the years 1924, 1925 and 1927. The one reproduced appeared in full-page color in 1924.

Coffee blended with coffee . . . patiently and skillfully

... taste joined with taste to win the first real nation-wide fame that ever came to a coffee

YEARS AGO a Southerner of the old South, born with a genius for flavor. Today a special shade of richness that is changing the habits of a nation. It was to please the great families of old Dixie that Joel Cheek worked long to create this blend.

Hundreds of different kinds and grades of coffee from many distant lands—countless natural flavors! Yet in the old South, as today, no single one could satisfy those men and women who loved to linger over their morning cup of coffee.

Growing to manhood in that land of good living, Joel Cheek dreamed of a flavor no one had ever tasted. What endless labor! Months of combining and recombining, of testing and rejecting.

Behind that shade of mellow goodness which Joel Cheek finally perfected lay the skillful mingling of many flavors. Taste joined with taste. Coffee blended with coffee.

The news of it spread far and wide

From the start Joel Cheek's blend won favor in the distinguished homes of Dixie. Long ago it became the first choice of the whole South.

Today it has won such fame as never before came to a coffee. Known to the South alone a few years ago, Maxwell House Coffee is now the first ever to be approved by critical men and women throughout the entire United States.

The news of that special touch of mellow richness has spread swiftly to the cities of the North and West. Everywhere it has brought a new experience to those who enjoy and value the fine things of life. Maxwell House is today by far the largest selling coffee in the country—the most popular of all, in a long list of our great cities.

An adventure awaits you and your family in the smooth, full-bodied liquor of this blend. The shade of difference in Maxwell House Coffee will bring you a new idea of how good a cup of coffee can actually be. When you pour your first cup, when the first breath of its aroma reaches you, you will understand why it has become so famous.



Grocers have Maxwell House Coffee in sealed blue tins. Cheek-Neal Coffee Company, Nashville, Houston, Jacksonville, Richmond, New York, Los Angeles, Chicago.

Radio listeners—tune in! Noted artists every Thursday—Maxwell House Coffee Radio Hour, 9 p. m. Eastern Time, 8 p. m. Central Time: wjz, waz, wba, wham, kdk, wjr, kyw, wtmj, woc, who, wow, wcms, ksd, wda, kvo, wba, krc, wsb, wsm, wmc, whas, wlv, wbal, wrva, wbt, wjax. 8 p. m. Pacific Time: kw, kpo, krc. Mondays 7 p. m. Pacific Time: ksl. Tuesdays 8 p. m. Pacific Time: kmtr. Wednesdays 8 p. m. Pacific Time: krc.

MAXWELL HOUSE COFFEE

It is pleasing more people than any other coffee ever offered for sale



The most famous hotel in the old South, the Maxwell House in Nashville! It was there that Joel Cheek's blend of coffee first won fame.

"Good to the last drop."

PICTORIAL ART IN FOOD ADVERTISING

A four-color page in the magazines in 1928 by one of the most successful advertisers of a beverage.

Blindfolded...in scientific test of leading Cigarettes, Mrs. Reginald C. Vanderbilt selects **OLD GOLD**



Mrs. Reginald C. Vanderbilt



Why get too pale, both in the dark? Because when it's dark, you can't see the better taste in the cigarette.

How Test Was Made

Mrs. Vanderbilt was blindfolded, and in the presence of two responsible witnesses, was given one each of the four leading cigarettes to smoke. To make the test, coffee was served before each cigarette. Mrs. Vanderbilt was unaware of the identity of these cigarettes during the test. After

smoking the four cigarettes, Mrs. Vanderbilt was asked to designate by number her choice. She immediately replied "Number 2", which was Old Gold.



How a W. Vanderbilt

SMOOTHER AND BETTER... NOT A COUGH IN A CARLOAD

H A V E A C A M E L



One of life's great pleasures is smoking

Camels give you all of the enjoyment of choice tobaccos. Is enjoyment good for you? You just bet it is.

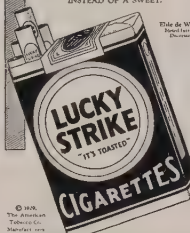
© 1929 N.Y. American Tobacco Company, Inc.

"I recommend a **Lucky** in place of a sweet -when your figure must be considered"

Reise de Wolfe

The modern cigarette was very much for a **Lucky** instead of a farming case. Everyone is doing to make a healthy and a woman's taste in a figure. **Lucky** really, the same tobacco, slightly blended, then turned to develop a flavor which is a delightful alternative for their craving for smoking even. Tasting three **Lucky** cigarettes from cigarette, **Lucky** cigarettes suggest the idea that the **Lucky** is less irritating than other cigarettes. Addicts, who must keep in health that **Lucky** do not have their mind on physical condition. That's why **Lucky** have always been the favorite of those who want to keep in top-top shape and rid the danger of overeating. That's why today we—"Lucky" is the only **Lucky**.

A reasonable proportion of sugar in the diet is recommended, but the authorities are overwhelmed that too many forcing sweets are harmful and that too many such are eaten by the American people. So for modern's sake we say—"REACH FOR A **Lucky** INSTEAD OF A SWEET."



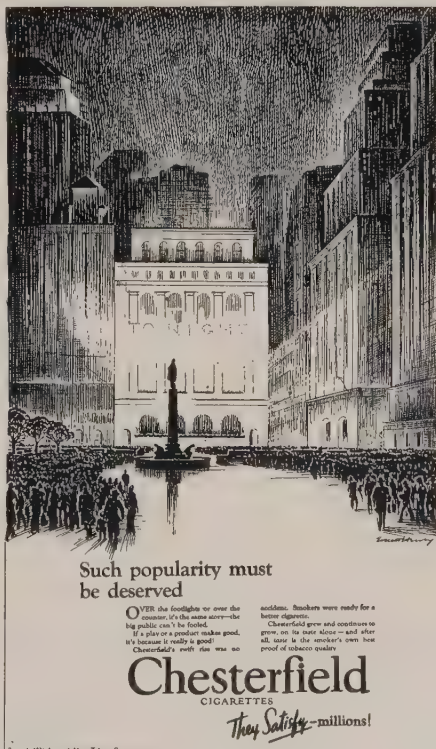
© 1929 The American Tobacco Co. Lucky Strike



Reach for a **Lucky** instead of a sweet.

There is no need to make a sweet. Instead, reach through the **Lucky** brand of **Lucky** cigarettes. The **Lucky** brand of **Lucky** cigarettes is the only one that is made. **Brooklyn, Brooklyn**

"It's toasted"
No Throat Irritation-No Cough.



Such popularity must be deserved

OVER the footlights or over the counter, it's the same story—the big public can't be fooled. If a play or a product makes good, it's because it really is good. **Chesterfield's** really did was so

astute. **Chesterfield** were ready for a better cigarette.

Chesterfield grew and continues to grow on its feet alone—and after all, that is the smoker's own best proof of tobacco quality.

Chesterfield
CIGARETTES

They Satisfy millions!

Copyright 1929 Liggett & McCarty Tobacco Co.

REPRESENTING LARGE EXPENDITURES

One cigaret manufacturer (Lucky Strike) is contemplating a \$12,000,000 campaign in 1929.

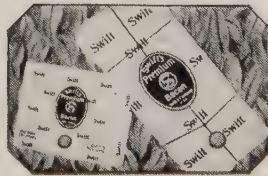
S W I F T



Now ranked high among health foods—the old-fashioned dish of liver and bacon! Eminent physicians recommend it for its iron and vitamins. To make this dish unusually tempting, many women choose Premium Bacon, knowing that Premium's distinctive savor invariably adds new goodness to liver as well as to other foods.

Swift's Premium Hams and Bacon

There are two convenient ways to buy Premium Bacon. Many women like the whole piece in the original parchment wrapper as shown at right—a generous supply in one purchase. Others prefer the smaller pound and half pound cartons, with Premium sliced evenly and thinly, free from rind, ready to use.



Liver and Bacon Country Club Style

Place slices of Premium Bacon in shallow baking pan and bake in hot oven (450°F) until done, turning once. At same time, cover slices of liver with boiling water and let stand 5 minutes. Drain liver, sprinkle with salt and pepper, and roll in flour. Remove bacon to hot platter and place liver in bacon fat remaining in pan. Bake 15 minutes, turning liver once. Serve with spiced peaches or peach preserves.

Swift & Company

LIVER AND BACON

Plain food given the appeal of a delicacy with advertising illustration and copy. A color page in the magazines.

*A page of imported Christmas gifts
selected by the London office
of
Browning King*

OUR LONDON OFFICE has selected these gifts from Scotland, England, Ireland, Austria, Switzerland and France. Because of their newness, excellence of quality, beauty and exceptional smartness, they are certain to be highly prized by any man. Selections may be made from this distinguished collection at any of the Browning-King stores in 25 principal cities, including our two newest stores, New York: One East 45th Street, at Fifth Avenue, and Chicago, at Monroe and Wabash.

Browning King & Co.

A SUCCESSFUL LAYOUT OF MANY UNITS
Magazines in 1927.

The Bronze—"Joy of the Waters" by Harriet W. Frishmuth

The Diamond, more than any other jewel, has ever been the gift of happiest portent. In ancient belief, it assured peace and happiness.

New pieces of supreme beauty, created by Caldwell artists, offer delightful gift suggestions.

Photographs of articles in keeping with any desired expenditure will be submitted on request.

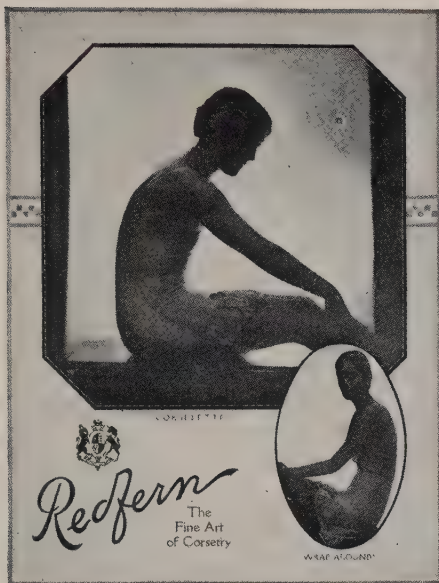
In the watch-brooch above, a tiny watch is concealed. It is consulted by pressing forward the top of the brooch.

A novel ring—Baguette diamonds imposed on sapphires pavé.

The racing whippets—one of diamonds pavé, the other of black enamel.

J. E. CALDWELL & CO.
Philadelphia

JEWELERS' ADVERTISING IS AMONG THE MOST ATTRACTIVE
A page from the magazines (1928.)



Redfern
The Fine Art of Corsetry

WARP AROUND

*Look for the registered trade mark on each garment. The Warner Brothers Company, Bridgeport, Conn.

The Gossard Line of Beauty.



Another Gossard triumph—this! Another irresistible suggestion of how the celebrated Gossard Line of Beauty can be emphasized by the simplest foundationwear. For you must realize the subtle curves which your figure enjoys are really nature-endowed. The Gossard Line of Beauty is your own entirely. Your Gossard garment merely enhances its charm by the gentlest retention, scientifically planned.

And could anything be gender—give you more freedom and comfort than this deft combination of hook-around and separate bandeau? Yet the line is preserved—the ideal silhouette achieved as perfectly as if molded in marble.

Your Gossard shop has these actual garments on display. See their perfect handiwork with your own eyes. Ask for a fitting and you will be forever committed to this ideal mode.

107W—A hook-around band of delicate mesh, made and machine woven. It has an elastic top of heavy stretch web. There's a panel of the bandeau over each shoulder, so the garment can be worn over the shoulders. The back and side panels are mesh and have a band of heavy mesh over the shoulders. \$10.00.

108—A hook-around band of mesh and mesh woven. It has an elastic top of heavy stretch web. There's a panel of the bandeau over each shoulder, so the garment can be worn over the shoulders. The back and side panels are mesh and have a band of heavy mesh over the shoulders. \$10.00.

THE H. W. GOSSARD CO., Chicago, New York, San Francisco, Dallas, Atlanta, London, Toronto, Sydney, Buenos Aires
Division of American Apparel Industries, Inc.



Super-Rayon
of New Beauty in La Tosca Lingerie at the Price of Ordinary Tights

Rich, soft, silky texture, shimmering through every cut of the rainbow in a luscious strong and firm, yet exquisitely sheer. Look at La Tosca's Lingerie, handle it, so strong, dainty texture, wear it. Then you will realize its understated and successful popularity.

The super-rayon used for La Tosca's Lingerie has achieved a truly new standard of beauty and permanence of its colors and is the remarkable wearing quality of the fabric itself. Yet La Tosca costs no more than ordinary rayon. On account of new manufacturing processes which work as well as in its great volume of sales which prove so convincingly the widespread use of La Tosca enjoys among fashionable women, it is possible to offer this beautiful lingerie at a remarkably low price.

La Tosca garments are fashioned in living models by expert designers, thus insuring perfect comfort. The very latest modes find expression in their trim-fitting lines and sleeve styles.

Ask your dealer for La Tosca. You will find him proud to show it to you.

La Tosca
SUPER RAYON LINGERIE

M'LOUGHLIN TEXTILE CORPORATION
UTICA, NEW YORK
Sales Office 166 BROADWAY, NEW YORK CITY

A NEW CHIC CHIFFON

with the modish Picot edge

Filmy sheer from top to toe... with a silken foot especially made for sandal-type slippers and reinforced for long wear

THIS dainty, new Alenka question has been especially made for the continuing mode of sheer finery, and the most new styles in fashion.

The Alenka, chosen Alenka, wears long, subtle creases from an adorable Picot edge in contrasting color at the top, to the very tip of the toe. (Not a thread of mesh in sight) And the entire length of Alenka lingers in full-finished. So the bare feet only cling softly to the subtle for slender chappelliers, yet she would softly in the shoe, in a most bettering manner.

With this Alenka comes a playful long service. For the narrow sole and heel reinforcement (flexible even when worn with sandal-type slippers) and the new Alenka top and side toe guards, strengthen and cushion all points of wear. Imagine this advertisement to your dealer. Ask for this product of all Alenka by style number - 2118. In all the recent shades. If your dealer does not carry this line, simply send us his name—a pattern will be sent and we will see that you are promptly supplied.

THE ALENKA COMPANY
Kenosha, Wisconsin



Underwear
Hosiery

Alenka

Underwear
Hosiery
Alenka
Kenosha, Wisconsin

FRANK SHOWING OF HUMAN FORM IN MODERN ADVERTISING

Copy in magazines in 1928 that would have been refused a generation earlier.

chic—
radiant—
youthful—
The Evening Ensemble

Bruck-Weiss
20 West 57th Street
NEW YORK

Dobbs - Fifth Avenue - New York
EIGHTH FLOOR - 10TH FLOOR

The Dobbs PERF. CTION gracefully keeps an ultra-modern note in its "Dobbs" line. The new velvet line is in a "Dobbs" line has in one side the hair rolls off the forehead in the other... gracefully, gracefully and... of Dobbs light weight. With velvet hat all day!

Exclusive Representative for Dobbs Hats in most of the Principal Cities

Procks
Gowns
Ensembles
Suits
Sportswear
Sweaters
Hats
Blouses

This Tailored Woman Coat for Spring is important because it has
The Voluminous Silhouette
The Scarf Collar
Wide Sleeves
For Treatment on
Sleeves only
And is decidedly wearable
Of imported tweed, in French
color, trimmed with French
beige corded fur. The price is
typically Tailored Woman,
125.00

Only faces of singular distinction and features cut on such the voluminous silhouette wearable. We believe that one can not afford to let this in the hands of the masses of the moment and have commented on a recent report for proportions. Like all the coats that bear our label, it has been designed and tailored for the cultured, fashionable woman who will wear it and wear it and her friends with regret.

432 Fifth Avenue
Floor 100

THE TAILORED WOMAN

434 No. Madison Street
Chicago

ATTRACTIVE COPY BY NEW YORK SHOPS IN NATIONAL MAGAZINES, 1928
Dobbs and The Tailored Woman employ full pages and Bruck-Weiss half pages. The camera and the artist's brush each has its advantages.



MACY **introduces** **modernistic** **furniture** **for the** **american** **home**

You are in-
vited to visit the
Furniture Department
during these next few weeks to
view the stimulating things which
have been done here with modern furni-
ture in modern settings. Three complete rooms,
living room, bed room and dining room,
that are livable, beautiful, and thorough-
ly in the spirit of contemporary art.

MACY'S — BROADWAY AND THIRTY FOURTH STREET, NEW YORK CITY

#C-Second Street

139 11 11 B. 11

A STRIKING NEWSPAPER PAGE IN THE MODERNISTIC STYLE OF 1928

[illegible]

FURS by GUNTHER

As a jewel
Gunter discards all but the finest gem—so
fashion into coats. In CARACUL, MINK and
BROADTAIL, we present models evoking the
slightly, muddled hip line . . . the discreet flare,
unusually cut sleeves . . . newer collar effects.

**11th Avenue at 36th Street
New York**

KIDTONE

LEATHERETTES

Handed all other gloves in chic, beauty and wear . . . the Kayser, a contrasting colored piping in the seams, gives the chic, the finely woven fabric that simulates suede is as elastic to hands . . . and, the twofold strength of the future is a guarantee of twice the wear of the ordinary fabric glove. Reasonably low priced.

Kayser

For full particulars see in the Department of the Army
Office of the Quartermaster, 1000, Building
Washington, D. C.

BONWIT
TELLER

FIFTH AVENUE, NEW YORK CITY

Matinee and Evening Fashions

Have Their Foremost Representation

At Bonwit Teller

MODERNISTIC ART IN ADVERTISING

Examples of the trend in 1928 which have been both praised and ridiculed. Saks and other New York department stores and shops have led in the employment of this style.



Mrs. Joy's "Porcelain White" Kitchen

In that moment Mrs. Joy decided that she, too, would have a colorful, modern kitchen. Doubts as to whether those lovely delicate shades could be really as sanitary and practical as her own conventional "white kitchen" were soon dispelled. For Janet told her that *4 Hour Valspar* can be washed with hot, soapy water without in the least affecting the beautiful finish.

A-tingle with ideas for rejuvenating her kitchen, she called on the Valspar dealer and found that there were many delightful colors to choose from: Chinese Red, Cardinal Red, Jonquil Yellow, Argentine Orange, India Ivory, Palm Green, Jade Green, Coral Sand, Holland Blue, Peacock Blue, Pearl Gray, Slate Gray, Tile Green, Terra Cotta, Tudor Brown, White, Black. Moreover she found she could get endless varieties of beautiful shades by mixing two or more of these colors.

AND NOW—she's perfectly happy!

From this wonderful array of colors Mrs. Joy decided upon a complementary color scheme of blue and yellow. She chose Jonquil Yellow for the walls, Holland Blue for the floor and Jade Green for the window and cupboards. For accent tones she used Argentine Orange.

The actual refinishing of her kitchen took no time at all—for Mrs. Joy found *4 Hour Valspar* so easy to apply and so quick to dry that she really was sorry when the pleasant task was completed.



"How ever did you do it?"

SHE THOUGHT *she* had a model kitchen—but

LIKE thousands of other women Mrs. Joy was proud of her spotless, gleaming white kitchen—and she had reason to be—for wasn't her kitchen modeled after one that not so long ago achieved first place in a Domestic Science prize contest!

It was not until Mrs. Joy visited her college chum Janet—that she discovered how bright colors can add immeasurably to a kitchen's attractiveness. Janet—who had married since Mrs. Joy last saw her—was one of those women who are always the first to try new suggestions for making the home more charming.

She, too, had had a "porcelain white" kitchen, but seeing the possibilities in a recent "Color in the Kitchen" article, she had made the delightful color transformation which now caused Mrs. Joy to exclaim—as she paused, enchanted, in the kitchen, "How ever did you do it?" "I simply used *4 Hour Valspar*, my dear," Janet answered. "It dries in less than four hours, you know, and did not unset the house at all."

Below—Mrs. Joy's Kitchen modernized with Valspar Colors!



4 Hour VALSPAR

Clear AND IN COLORS



The famous Valspar 4 Hour water test

VALENTINE & COMPANY, 388 Fourth Avenue, New York, N. Y.

I enclose dealer's name and stamps—20c for each 40c sample can of colors specified at right. (Not over three samples of *4 Hour Valspar*, Clear or in Colors, supplied per person at this special price.)

Print full mail address plainly.

Dealer's Name _____

Address _____

Your Name _____

Address _____

City _____

Send me three *4 Hour Valspar* Colors at 20c each

1 _____

2 _____

3 _____

Send free booklet ☐ W. H. C-10-28

VARNISH, ONCE KNOWN ONLY TO PROFESSIONAL HOUSE PAINTERS, PROCURED A MUCH WIDER USE THROUGH ADVERTISING TO HOME OWNERS AND AMATEUR PAINTERS GENERALLY

Reproduced from a color page in the 1928 magazines.

TO all members
of women's organizations
in America:

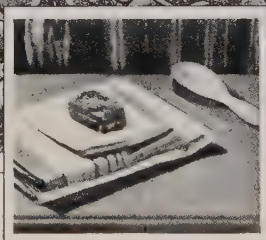
THE advertisement below is one of a series now being widely published throughout the country. All thoughtful women realize that a cleaner world would be a better place in which to live; and to them such

a campaign for cleanliness cannot fail to be of interest.

Furthermore, these messages should prove a powerful reinforcement to the educational work being done by the Cleanliness Institute, in cooperation

with social service organizations, departments of health, and schools, and through group leaders everywhere.

The Offices of Cleanliness Institute are located at 75 East 17th Street, New York City.



A Kit for Climbers

Hard work, courage, common sense will prove stout aids on your way up in the world. But don't overlook another, one that is tied up with good manners—cleanliness.

Any way you look at it, clean habits, clean homes, clean linen have a value socially and commer-

cially. How many successful men and women do you know who are not constantly careful of personal appearance and personal cleanliness?

In any path of life, that long way to the top is hard enough—so make the going easier with soap and water.

For Health and Wealth use SOAP & WATER

PUBLISHED BY THE ASSOCIATION OF AMERICAN SOAP AND GLYCERINE PRODUCERS, INC., TO AID THE WORK OF CLEANLINESS INSTITUTE

COÖPERATIVE WORK BY MANUFACTURERS

One of a number of joint campaigns in magazines and newspapers in 1928, and an example of advertising that has definite social influence.



Why they come to Louisville

IN six years and without spending a dollar for national advertising, Louisville has added to its payrolls more industrial workers than any other city east of the Mississippi. In six years Louisville's industrial output has doubled.

In six years the population of Louisville (latest estimate over 320,000) showed a larger percentage of gain than any city of approximate size.

And Louisville is still growing—growing as much each year as it did in the entire ten-year period of the last census. Why?

The Reasons Are Obvious

Louisville's steady industrial advance reveals no mushroom characteristics. American industry is simply discovering that Louisville combines to an exceptional degree all the essentials for efficient, low-cost production and distribution for all branches of manufacture.

Market Center of America

Virtually the center of population, Louis-

ville is the focal point of all market centers east of the Rockies. Within a radius of 500 miles, 47% of the population of this great eastern area; 41.5% of its taxable incomes—within a radius of 1000 miles, all its principal markets.

Abundant power from the largest automatically-controlled hydro plant in the world.

Coal, oil, timber and a wide variety of raw materials in outlying districts.

Contented, willing labor (97.3% native-born).

Low-cost plant sites with five-year ex-

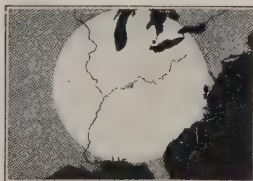
emption from city taxes. Fast, economical transportation over eight major rail systems, river packets and interurbans.

To Far-Sighted Manufacturers

Send for a copy of the newly-published book, "LOUISVILLE, Center of American Markets." In it you will find convincing, unembellished facts about Louisville and its rare combination of advantages for plant, branch plant or warehouse. A specific survey, pertinent to your individual requirements, will be made in confidence and without obligation. Address Louisville Industrial Foundation, Incorporated, 300 Columbia Building, Louisville, Ky.

—and a Wonderful Place to Live

To those who feel that life is not all business and that business is not everything in life, the genuine hospitality of Louisville people will be a refreshing revelation. Golf in America's most beautiful civic natural parks . . . Riding Boating Clubs Fifteen minutes, in your own car, from office to home and the hills



Midway between Boston and Denver, on the very threshold of the rich, growing South—yet nearer Canada than it is to Memphis

LOUISVILLE

CENTER OF AMERICAN MARKETS

SELLING THE ADVANTAGES OF A CITY TO THE REST OF THE COUNTRY—ON.. TYPE OF COMMUNITY ADVERTISING

A page in the Saturday Evening Post and other magazines, 1928.



"I Was Never So Embarrassed!"

Just when I wanted to be so proud of you, you sat there all evening without saying a single word"

"AREN'T you a bit harsh?"
"Not in the slightest. Couldn't you think of *anything* to say?"

"No, I couldn't. How was I to get in on that kind of conversation?"

"And what did you expect them to talk about—business?"

"Really, Ja——"

"Oh, I'm so ashamed! I wanted to be proud of you, Ted. You are cleverer and more successful than any man who was at that dinner tonight—but you acted as though you were afraid to open your mouth."

"I was, dear! What do I know about that philosopher they were talking about—what was his name?—Nietzsche. I couldn't even follow their conversation, half the time."

"You should read more. It's pitiful! Why, you didn't contribute one idea or opinion all evening. I was never so embarrassed!"

"I'd like to read more, but you know how much time I have!" He helped her into the cab, then turned to her with a smile. "But you made up for both of us tonight, Jane! You were wonderful! How did you ever find out so many things to talk about?"

Busy People Enjoy This Way of Becoming Well-Informed

Jane glowed, flattered by her husband's praise. "Do you really think I made a good impression on those people, Ted?"

"I should say you did!" he laughed. "You seemed to know about everything. Well, you have plenty of time to read."

"Is that so!" she retorted. "I have even less time to read than you. I found all that information in Elbert Hubbard's Scrap Book."

"What's that?"

"You must have heard about it. It's quite famous. Now don't tell me you don't know who Elbert Hubbard was! One of America's most versatile men—a writer, craftsman, orator, business man—a many-sided genius. Well, when he was quite young, he started reading the greatest thoughts of all the greatest men of all ages. He marked the passages which inspired him most—the *highlights* of literature."

Elbert Hubbard's Scrap Book Selections from 500 Great Writers

"Imagine, Ted! In that one great Scrap Book are all the ideas that helped Hubbard most, all the wonderful bits of wisdom that inspired him—the greatest thoughts of the last twenty-five hundred years! He did all your reading for you! You don't need to go through long, tiresome volumes—you can get at a glance what Hubbard had to read days and days to find. Promise me you'll read in it every day for five or ten minutes, dear! It will make you so well-informed—you'll never need to feel embarrassed or uncomfortable in company again."

"It sounds great," he said, as the cab drew up at their door. "Why didn't you tell me about it long ago!"

Send FREE for Examination

The Elbert Hubbard Scrap Book is a unique volume made up of ideas, thoughts, passages, excerpts, poems, epigrams—selected from the master thinkers of all

ages. Selected by *Elbert Hubbard*, himself a master thinker. There is not a commonplace sentence in the entire volume. Only the *best* of a lifetime of discriminating reading has been included.

This Scrap Book is a fine example of Roycroft bookmaking. The type is set Venetian style—a page within a page—printed in two colors on fine tinted book paper. Bound scrap-book style and tied with linen tape.

Please examine it at our expense! The coupon entitles you to the special five-day examination privilege. Just send it off today, and the famous Elbert Hubbard Scrap Book will go forward to you promptly. When it arrives, glance through it. If you aren't inspired, enchanted—simply return the Scrap Book within the five-day period, and the examination will have cost you nothing. Otherwise send only \$2.00, plus few cents postage, in *full payment*.

We urge you to act now. We want you to see the Scrap Book and judge it for yourself. Mail this coupon TODAY to Wm. H. Wise & Co., Roycroft Distributors, Dept. 339, 50 West 47th Street, New York City.

Wm. H. Wise & Co., Roycroft Distributors
Dept. 339, 50 West 47th Street, New York City

You may send me for five days' free examination a copy of Elbert Hubbard's Scrap Book, in cloth-bound, butcher paper binding. Within the five-day period I will either return the Scrap Book without obligation, or keep it for my own and send only \$2.00, plus few cents postage in full payment.

Name.....

Address.....

☐ A few copies are available in a sturdy binding of semi-flexible basket-weave buckram for only \$1 additional. Please check in this square if you want this deluxe binding, with the same return privilege

DON'T MAKE TOO MUCH FUN OF THIS

Such advertising undoubtedly is helping to raise the general level of American culture by its vivid picturing of the social advantages.



If some one you met for the first time made the mistakes in English shown above, what would you think of him? Would he inspire your respect? Would you be inclined to make a friend of him? Would you care to introduce him to others as a close friend of yours?

These errors are easy for you to see. Perhaps, however, you make other mistakes which offend other persons as much as these would offend you. How do you know that you do not mispronounce certain words? Are you always sure that the things you say and write are grammatically correct? To you they may seem correct, but others may know they are wrong.

Unfortunately, people will not correct you when you make mistakes, all they do is to make a mental reservation about you. "He is ignorant and uncultured," they think. So you really have no way of telling when your English offends others.

Sherwin Cody, perhaps the country's foremost teacher of practical English, has for the last twenty years applied scientific principles to teaching the correct use of our language. He made tens of thousands of tests and found that the trouble with old methods is that points learned do not stick in the mind. In school you were asked to remember rules, and if you forgot the rules you never could tell what was right and what was wrong. Mr. Cody has solved

What Are YOUR Mistakes in English?

They may offend others as much as these offend you

the problem by creating instinctive habits of using good English through the use of his self-correcting method.

A patent was granted to Mr. Cody on his unique device, and now he places it at your disposal. This invention is simple, fascinating, time-saving, and incomparably efficient. You do the lesson given on any page, then you see exactly how Mr. Cody himself would correct it. You mark your errors and check them in the first blank column. Next week you try that page again, correct your errors, and check them in the second column. You see at a glance what you have learned and what you have failed to remember, until you have reached the 100% point in spelling, pronunciation, punctuation, grammar, and expression.

A remarkable advantage of Mr. Cody's course is the speed with which these habit-forming practice drills can be carried out. You can write the answers to fifty questions in 15 minutes and correct your work in five minutes more. You waste no time in going over

the things you already know. Your efforts are automatically concentrated on the *mistakes* you are in the habit of making, and, through constantly being shown the *right* way you soon acquire the *correct* habit in place of the *incorrect* habit. There is no tedious copying. There is no heart-breaking drudgery.

A command of polished and effective English denotes education and culture. It wins friends and whom you come in contact. In business, as well as in social life, correct English gives you added advantages and better opportunities, while poor English handicaps you more than you now realize. And now, in only 15 minutes a day—in your own home—you can actually see yourself improve by using the 100% self-correcting method.

A new book explaining Mr. Cody's remarkable method is ready. If you are ever embarrassed by mistakes in grammar, spelling, punctuation, pronunciation, or if you can not instantly command the exact words with which to express your ideas, this new free book, "How to Speak and Write Masterly English," will prove a revelation to you. Send the coupon or a letter or postal card now. SHERWIN CODY SCHOOL OF ENGLISH, 89 Searle Building, Rochester, N. Y.

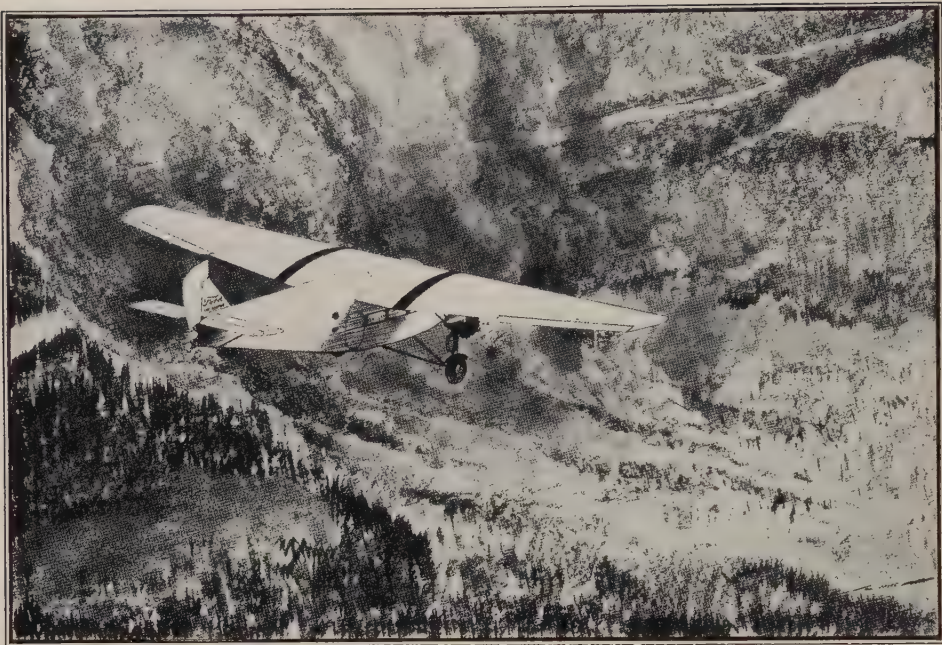
SHERWIN CODY SCHOOL OF ENGLISH
89 Searle Building, Rochester, N. Y.

Please send me your free book "How to Speak and Write Masterly English."

Name.....
Address.....
.....

ADVERTISING AND EDUCATION

The millions enrolled by correspondence schools are evidence of the efficacy of the advertising man's methods.



ACROSS THE FENCELESS SKY

WHEN forest fires or tornadoes strew the paths of civilization with wreckage and suffering . . . when levees melt away before uncontrollable floods, and entire countrysides are inundated . . . when blizzards smother city and country under paralyzing burdens of snow and sleet, *where does man look first for help from his fellow man?*

Upward! For across the fenceless sky first aid will come!

Florida, storm-swept . . . Yokohama and Tokyo, shattered by earthquake and blasted with flame . . . the Mississippi Valley, sunk in its floods . . . and New England, ravaged with sleet storms and turbulent waters . . . *all turned to the sky to re-establish communication with the outer world.*

Everywhere above the earth, it seems, planes are flying on errands of mercy, drawing mankind closer together in bonds of sympathy and understanding. Not only in the service of stricken communities, but in the service of individuals who otherwise would be beyond the help of man.

For among the small items of the daily news we read of a child born three thousand

feet above the dim coast of the Carolinas, as its mother is being carried to a mainland hospital . . . of a surgeon dropping from the sky through the rack and darkness of a north Pacific gale to save a wounded woman in Alaska . . . of a plane lifting a baby from a jungle village to the safety of Ancon Hospital in Panama, 250 miles away . . . of first-aid experts flying with their equipment from Washington to rescue entombed miners in Alabama.

So soon has this astounding miracle of man's conquest of the sky become an accepted fact of every-day life!

What may we expect next? Isn't it reasonable to expect that just as this federation of political states has been bound together by steel rails and surfaced highways, so the nations of the world will be brought into closer harmony when the skyways make possible smooth, safe transport from capital to capital . . . from the universities of one nation to the universities of another . . . from the industrial centers of one country to the markets of a neighbor? . . .

There is nothing visionary in this when

considered against a background of achievement. Lindbergh's flight from Washington to the City of Mexico awoke all Central America to a new sense of nearness . . . to a friendlier understanding of neighbors . . . and to an immediate popular demand for regular airlines connecting country with country.

The Ford Motor Company has sound industrial and commercial reasons for believing in a great epoch of air transport now being born. We measure our own achievement in terms of well over a million miles of useful commercial flying, and the safe transport of more than five million pounds of freight. And we are planning, building and operating our planes on the most advanced principles of safety, speed and economy of operation.

The great Ford Airport at Dearborn is the scene of continual and increasing activity. Passenger station . . . shops . . . research laboratories are pulsating gages of the progress being made. It is the Ford policy to plan in advance for great expansion.

Who has not thrilled with thoughts of the golden pathways that lead across the fenceless sky?

FORD MOTOR COMPANY

A FUTURE VOLUME IN THE TRANSPORTATION CLASSIFICATION

Beginning of airplane advertising (1928).

APPENDIX

THE PRESIDENT OF THE UNITED STATES ON THE ECONOMIC ASPECTS OF ADVERTISING

*An address by Calvin Coolidge delivered at the Annual Convention
of the American Association of Advertising Agencies at Washing-
ton, D. C., October 27, 1926.*

Sometimes it seems as though our generation fails to give the proper estimate and importance to the values of life. Results appear to be secured so easily that we look upon them with indifference. We take too many things as a matter of course, when in fact they have been obtained for us only as the result of ages of effort and sacrifice.

We look at our economic condition, upon which we are absolutely dependent for the comforts and even the necessities of life, and forgetting that it all rests on industry, thrift and management, dismiss it lightly as a matter that does not concern us. Occasionally our attention is directed to our political institutions, which have been secured for us through the disinterested exertion of generations of patriotism, and, going along oblivious to the fact that they are the sole guarantees of our rights to life and liberty, we turn away with the comforting thought that we can let some party committee attend to getting out the vote and that probably the government will run itself right anyway.

Then perhaps we are attracted by the buildings erected for education, or the temples dedicated to religious worship, and without stopping to realize that these are the main source of the culture of society and the moral and spiritual life of the people we pass them by as the concern very largely of schoolmasters and clergymen. We have become so accustomed to the character of our whole vast and intricate system of existence that we do not ordinarily realize its enormous importance.

It seems to me probable that of all our economic life the element on which we are inclined to place too low an estimate is advertising. When we come in contact with our great manufacturing plants, our extensive systems of transportation, our enormous breadth of agriculture, or the imposing structures of commerce and finance, we are forced to gain a certain impression by their very magnitude, even though we do not stop to consider all their implications.

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By the very size and nature of their material form they make an appeal to the senses, even though their import does not reach the understanding. But as we turn through the pages of the press and the periodicals, as we catch the flash of billboards along the railroads and the highways, all of which have become enormous vehicles of the advertising art, I doubt if we realize at all the impressive part that these displays are coming more and more to play in modern life.

Even the most casual observation, however, reveals to us that advertising has become a great business. It requires for its maintenance investments of great amounts of capital, the occupation of large areas of floor space, the employment of an enormous number of people, heavy shipments through the United States mails, wide service by telephone and telegraph, broad use of the printing and paper trades, and the utmost skill in direction and management. In its turnover it runs into hundreds of millions of dollars each year.

When we stop to consider the part which advertising plays in the modern life of production and trade we see that basically it is that of education. It informs its readers of the existence and nature of commodities by explaining the advantages to be derived from their use and creates for them a wider demand. It makes new thoughts, new desires, and new actions. By changing the attitude of mind it changes the material condition of the people.

Somewhere I have seen ascribed to Abraham Lincoln the statement that "In this and like communities public sentiment is everything. With public sentiment nothing can fail; without it nothing can succeed; consequently he who molds public sentiment goes deeper than he who enacts statutes or pronounces decisions. He makes statutes and decisions possible or impossible to be executed."

Advertising creates and changes this foundation of all popular action, public sentiment or public opinion. It is the most potent influence in adopting and changing the habits and modes of life, affecting what we eat, what we wear and the work and play of the whole nation. Formerly it was an axiom that competition was the life of trade. Under the methods of the present day it would seem to be more appropriate to say that advertising is the life of trade.

Two examples of this influence have come to me in a casual way. While I can not vouch for the details, I believe in their outline they are substantially correct. One relates to an American industry that had rather phenomenal growth and prosperity in the late '80's and early '90's, being the foundation of one or two large fortunes. In its development it had been a most generous advertiser. A time came when various concerns engaged in this line of manufacturing were merged and consolidated. There being no longer any keen competition, it was felt that it was now no longer necessary to explain to the public the value of this product or the superiority of one

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make over another. In order to save the large expense that had been made for that purpose, advertising was substantially abandoned.

The inevitable result followed, which all well-informed trade quarters now know would follow. But the value of advertising was not so well understood twenty-five or thirty years ago. This concern soon became almost a complete failure. As I recall, it had to be reorganized, entailing great losses. This line of trade was later revived under the direction and counsel of some of its old managers, and with the proper amount of publicity became a successful enterprise.

But let us turn from the unfortunate experience of the loss that occurred through lack of advertising to an example of gain that was made through the shrewd application of this principle. In a somewhat typical American community a concern was engaged in an industrial enterprise. Its employes were not required to be men of great skill. Oftentimes they were new arrivals in this country who had been brought up to be accustomed to the meager scale of living abroad. Their wants were not large, so that under the American rate of wages they found it possible to supply themselves and their families without working anywhere near full time. As a result, production was low compared with the number employed and was out of proportion to the overhead expense of management and capital costs.

Some fertile mind conceived the idea of locating a good milliner in that community. The wares of this shop were generously advertised through window display, newspaper space and circularization. I suppose that every head of a family knows that a new bonnet on the head of one of the women in the neighborhood is contagious. The result in that community almost at once was better wearing apparel for the women, which necessitated more steady employment for the men. The output of the plant was greatly increased, its cost units were reduced, its profits were enlarged, it could sell its product to its customers at a lower figure, and the whole industry was improved. More wealth was produced.

But the reaction went even further. The whole standard of living in that locality was raised. All the people became better clothed, better fed and better housed. They had aspirations, and the means to satisfy them, for the finer things of life. All of this came from the judicious application of the principle of advertising.

The system which brought about these results is well known to the members of this association. You have seen innumerable instances where concerns have failed through lack of advertising, and innumerable others where they have made a success through the right kind and amount of publicity. Under its stimulation the country has gone from the old hand methods of production, which were so slow and laborious, with high unit costs and low wages, to our present great factory system and its mass production with the astonishing result of low unit costs and high wages. The preëminence of America

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in industry, which has constantly brought about a reduction of costs, has come very largely through mass production. Mass production is only possible where there is mass demand. Mass demand has been created almost entirely through the development of advertising.

In former days goods were expected to sell themselves. Oftentimes they were carried about from door to door. Otherwise they were displayed on the shelves and counters of the merchant. The public were supposed to know of these sources of supply and depend on themselves for their knowledge of what was to be sold. Modern business could neither have been created nor can it be maintained on any such system. It constantly requires publicity. It is not enough that goods are made; a demand for them must also be made. It is on this foundation of enlarging production through the demands created by advertising that very much of the success of the American industrial system rests.

It will at once occur to those who have given any thought to these subjects how important it is to the continuing success of the business which this gathering represents, and to the general welfare of the country, that the conditions under which these results have been secured should be maintained.

It is our high rate of wages which brings about the greatest distribution of wealth that the world has ever seen and provides the enormous capacity for the consumption of all kinds of commodities which characterizes our country. With our improved machinery, with the great increase in power that has come from steam and electricity, with the application of engineering methods to production, the output of each individual engaged in our industrial and agricultural life is steadily increasing. The elimination of waste through standardization has been another most important factor in this direction.

If we proceed under our present system, there would appear to be little reason to doubt that we can continue to maintain all of these high standards in wages, in output, and in consumption indefinitely, and with our home markets as a foundation increase our foreign commerce by a greater exchange of those commodities in which we are peculiarly favored for the commodities of other nations in which they have a special advantage. But nothing would appear to be plainer than that this all depends upon the maintenance of our American scale of wages, which is the main support of our home market.

It is to be seen that advertising is not an economic waste. It ministers to the true development of trade. It is no doubt possible to waste money through wrong methods of advertising, as it can be wasted through wrong methods in any department of industry. But rightfully applied, it is the method by which the desire is created for better things. When that once exists, new ambition is developed for the creation and use of wealth.

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The uncivilized make little progress because they have few desires. The inhabitants of our country are stimulated to new wants in all directions. In order to satisfy their constantly increasing desires they necessarily expand their productive power. They create more wealth because it is only by that method that they can satisfy their wants. It is this constantly enlarging circle that represents the increasing progress of civilization.

A great power has been placed in the hands of those who direct the advertising policies of our country, and power is always coupled with responsibilities. No occupation is charged with greater obligations than that which partakes of the nature of education. Those engaged in that effort are changing the trend of human thought. They are molding the human mind. Those who write upon that tablet write for all eternity. There can be no permanent basis for advertising except a representation of the exact truth. Whenever deception, falsehood and fraud creep in they undermine the whole structure. They damage the whole art.

The effort of the government to secure correct labels, fair trade practices, and equal opportunity for all our inhabitants is fundamentally an effort to get the truth into business. The government can do much in this direction by setting up correct standards, but all its efforts will fail unless it has the loyal support of the business men of the nation. If our commercial life is to be clean and wholesome and permanent in the last resort, it will be because those who are engaged in it are determined to make it so.

The ultimate reformers of business must be business men themselves. My conception of what advertising agencies want is a business world in which the standards are so high that it will only be necessary for them to tell the truth about it. It will never be possible to create a permanent desire for things which do not have a permanent worth. It is my belief that more and more the trade of our country is conforming to these principles.

The national government has a large interest in all these problems, though many of them are confined in their jurisdiction to the states. The general welfare of the country, its progress and prosperity, are very intimately connected with the commerce that flows from agriculture and industry. Unless that be in a healthy condition, constantly expanding, securing reasonable profits, employment begins to fail, sooner or later wages begin to fall, markets are over-supplied, movements of freight decrease, factories are idle, and the results of all these are that want and distress creep into the home.

You can easily draw the converse of this picture. It has been the almost universal experience in American life of late. Local conditions here and there have brought contrary results, probably unavoidable for a long time to come, but in the main the country has been and is prosperous. Perhaps the most creditable aspect of our present prosperity is that wages are high while profits have been moderate.

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That means that the results of prosperity are going more and more into the homes of the land and less into the enrichment of the few, more and more to the men and women and less and less to the capital which is engaged in our economic life. If this were not so, this country could not support twenty million automobiles, purchase so many radios and install so many telephones. From a recent fear of being exploited by large aggregations of wealth, the people of America are learning to make such great concerns their most faithful servants.

This problem is not entirely solved yet. Here and there abuses occur, but business is gradually being taught that the only method of permanent success lies in an honest, faithful, conscientious service to the public.

You are familiar with the efforts which the Federal government has been making to contribute to peace and prosperity during the recent reconstruction period. We are steadily reducing our national debt, cutting down the interest charges. We have released hundreds of thousands of people from the unproductive field of government employment to the productive field of business life. The burdens of taxation have been so far removed that they are now for the most part lightly borne, and the disproportionate charges formerly made to supply the public revenues have been released to flow into the avenues of trade and investment.

We have supplied large sums for the rehabilitation of Europe and the financing of South America to the advantage of our foreign commerce, which now stands at a peace-time record. Through international covenants limiting naval armaments we have reduced the cost of national defense and made large guarantees to the peace of the world. All of this has been a program of constructive economy, beneficial alike to ourselves and to other people.

In making this economically possible, in spreading its benefits, in carrying its fruits into the homes of the land, advertising has supplied and will continue to supply a very important part. Without the advantages that accrue from that art these accomplishments would not have been possible.

But Americans are never satisfied with the past or present. They are always impatient of the future. Our history has been that of an increasing prosperity. There always have been fluctuations in trade, but with our present system of banking and our enormous capacity for consumption such fluctuations will apparently be much less violent and are unlikely to sink to the level of depression. We cannot tell what a particular month or locality may develop, but over the broad face of our country seed-time will be followed by the harvest, the productive capacity will increase and our people will become more prosperous.

These results, however, cannot be considered as guaranteed by our material resources alone. They will accrue to us, not because of our fertile agricultural fields, our deposits of coal, iron and precious metals, nor even from

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the present state of our development of trade, with its accompanying supports of manufacturing, transportation and finance. We cannot rely on these alone. They could all be turned into instruments of destruction.

Our chief warrants for faith in the future of America lie in the character of the American people. It is our belief in what they are going to do rather than our knowledge of what they are going to have that causes us to face the coming years with hope and confidence. The future of our country is not to be determined by the material resources, but by the spiritual life of the people.

So long as our economic activities can be maintained on the standard of competition in service we are safe. If they ever degenerate into a mere selfish scramble for rewards we are lost. Our economic well-being depends on our integrity, our honor, our conscience.

It is through these qualities that your profession makes its especial appeal. Advertising ministers to the spiritual side of trade. It is a great power that has been entrusted to your keeping which charges you with the high responsibility of inspiring and ennobling the commercial world. It is all part of the greater work of the regeneration and redemption of mankind.

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